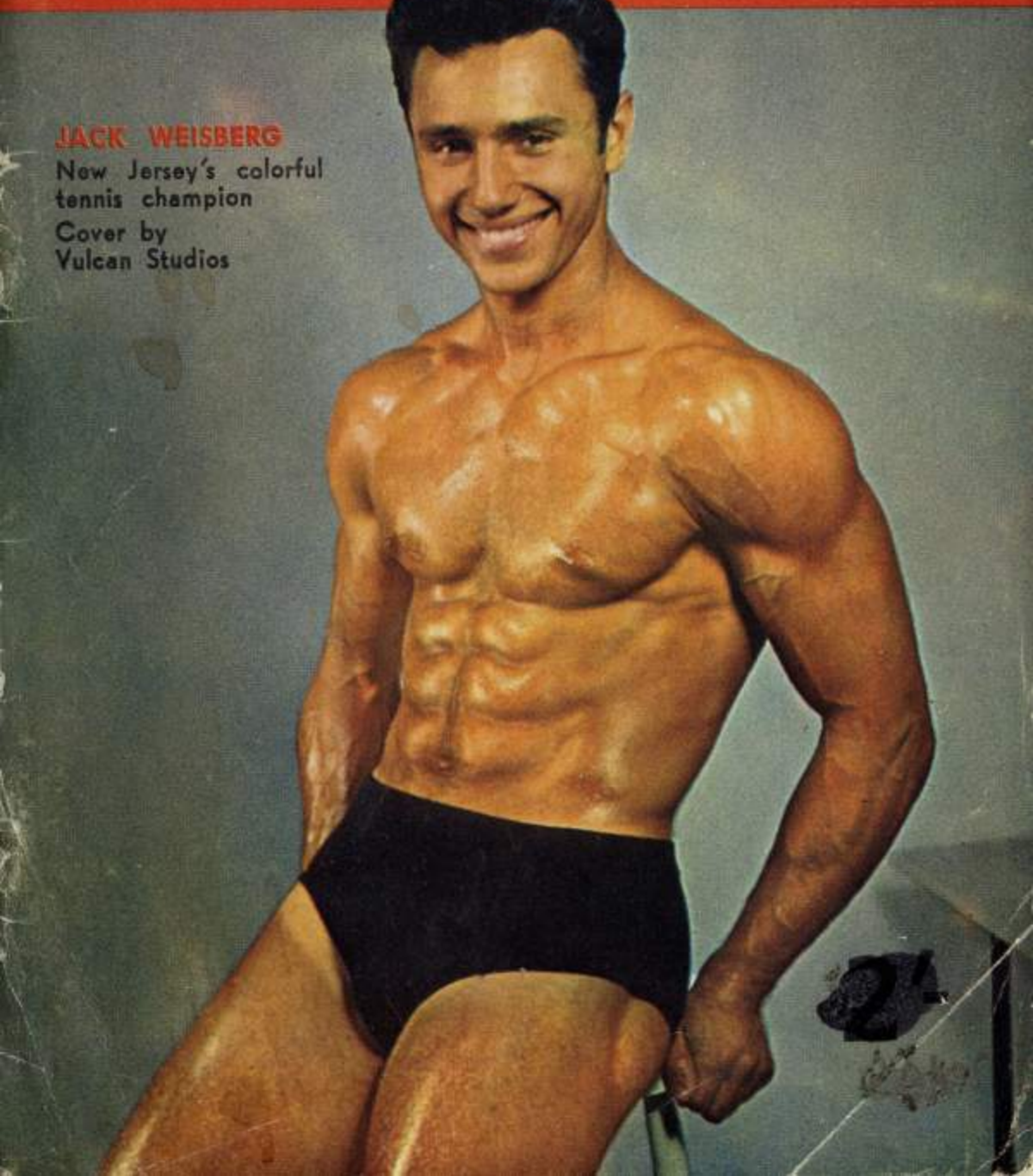
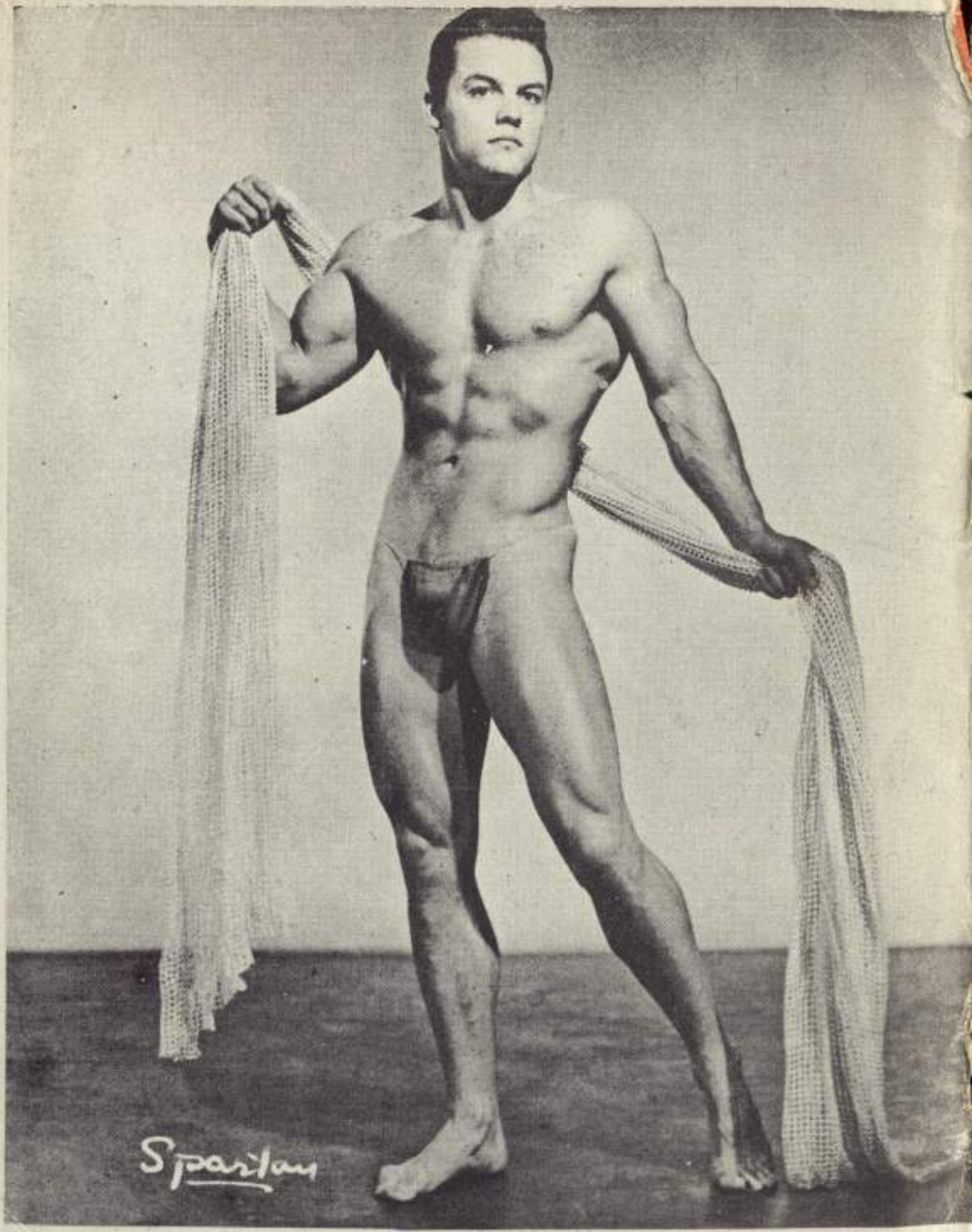
DECEMBER/JANUARY

Body Beautiful

STUDIES IN [illegible]CULINE ART



JACK WEISBERG
New Jersey's colorful tennis champion
Cover by Vulcan Studios



HUGH PENDLETON by Spartan

California physique star of Herculean lines

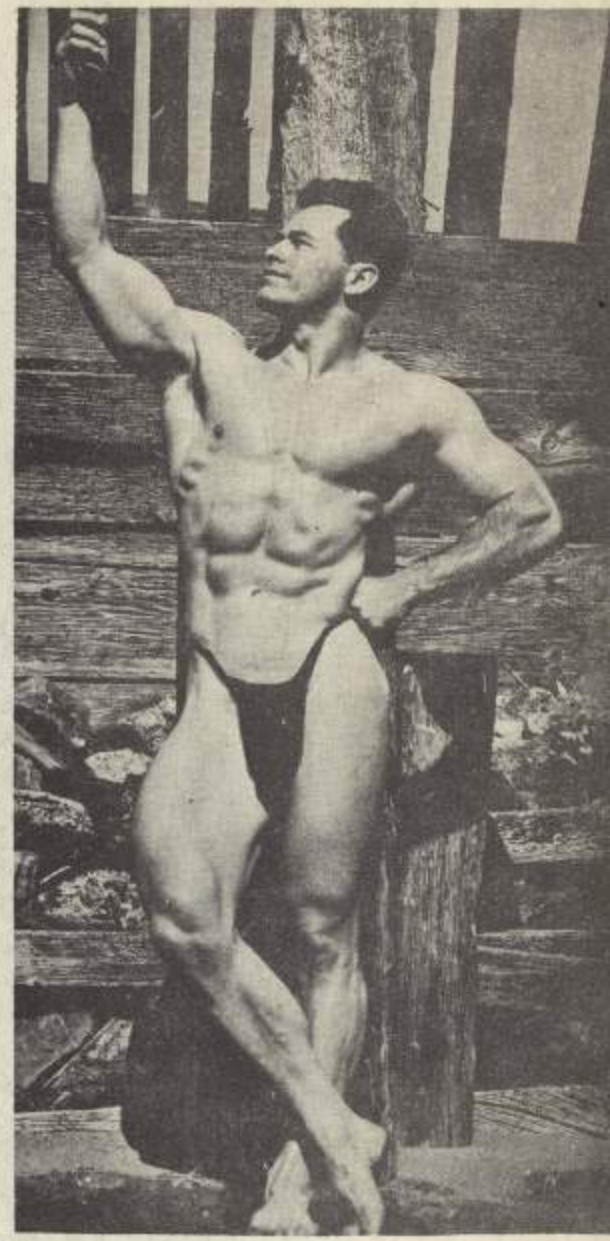
Foreword

PRISONER OF DREAMS

The cult of the body beautiful is a wholesome and fascinating pursuit that has now become well-nigh universal in its appeal. There is scarcely a man alive who at some time or other has not felt some urge toward personal improvement . . . to express himself in terms of denser musculature and more defined symmetry of form . . . who has not at least made searching inquiry into the mysteries of bodybuilding.

During the past twenty years such specialists in physical

(*Continued on page* 54)



"a land of dreams . . . so various, so beautiful, so new"

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in photographic sculpture by Bob Delmonteque,
NORMAN TOUSLEY interprets excerpts from
Matthew Arnold's immortal poem . . .

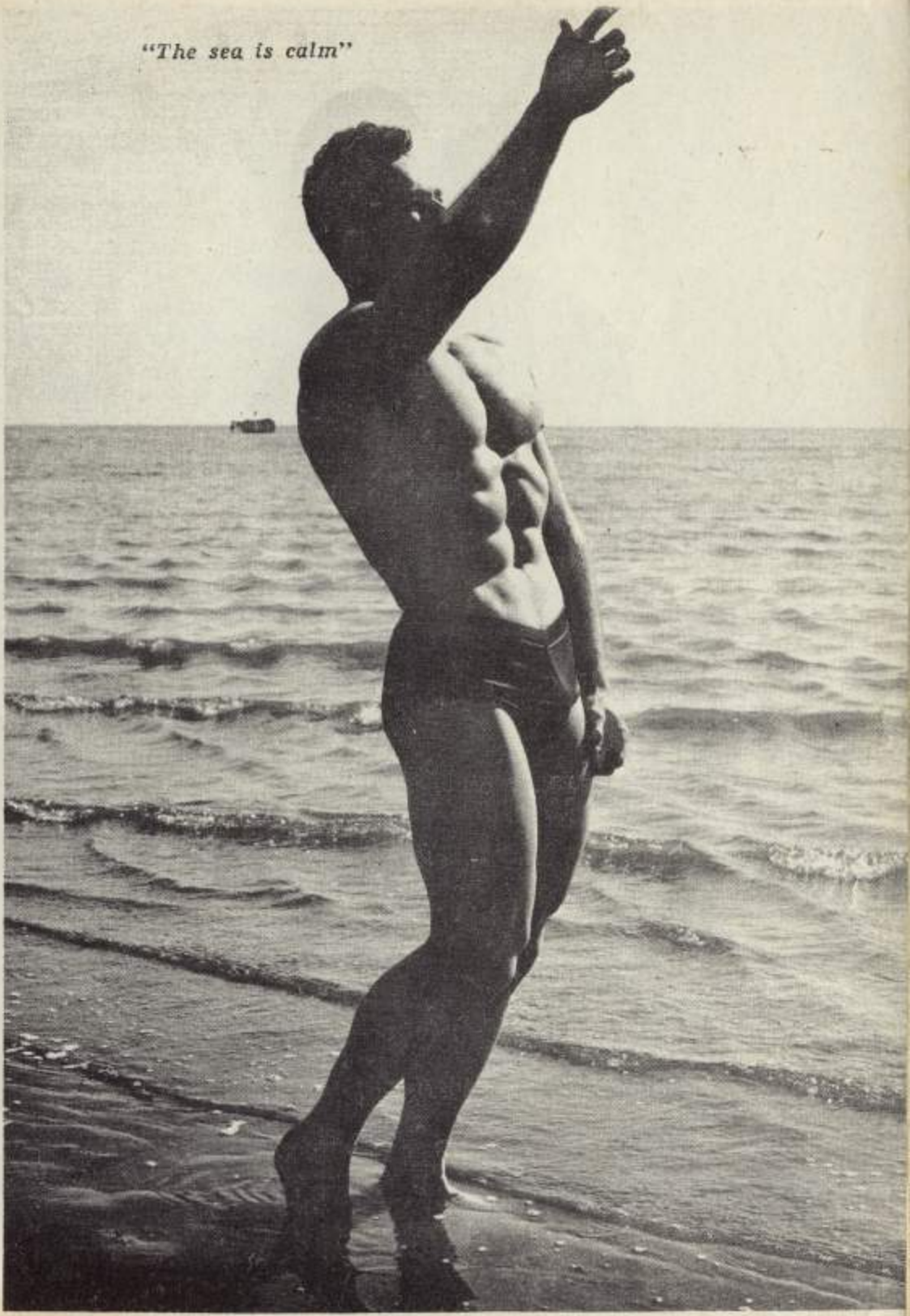
DOVER BEACH

The sea is calm tonight.
The tide is full, the moon lies fair
Upon the straits—on the French coast the light
Gleams and is gone; the cliffs of England stand
Glimmering and vast, out in the tranquil bay.

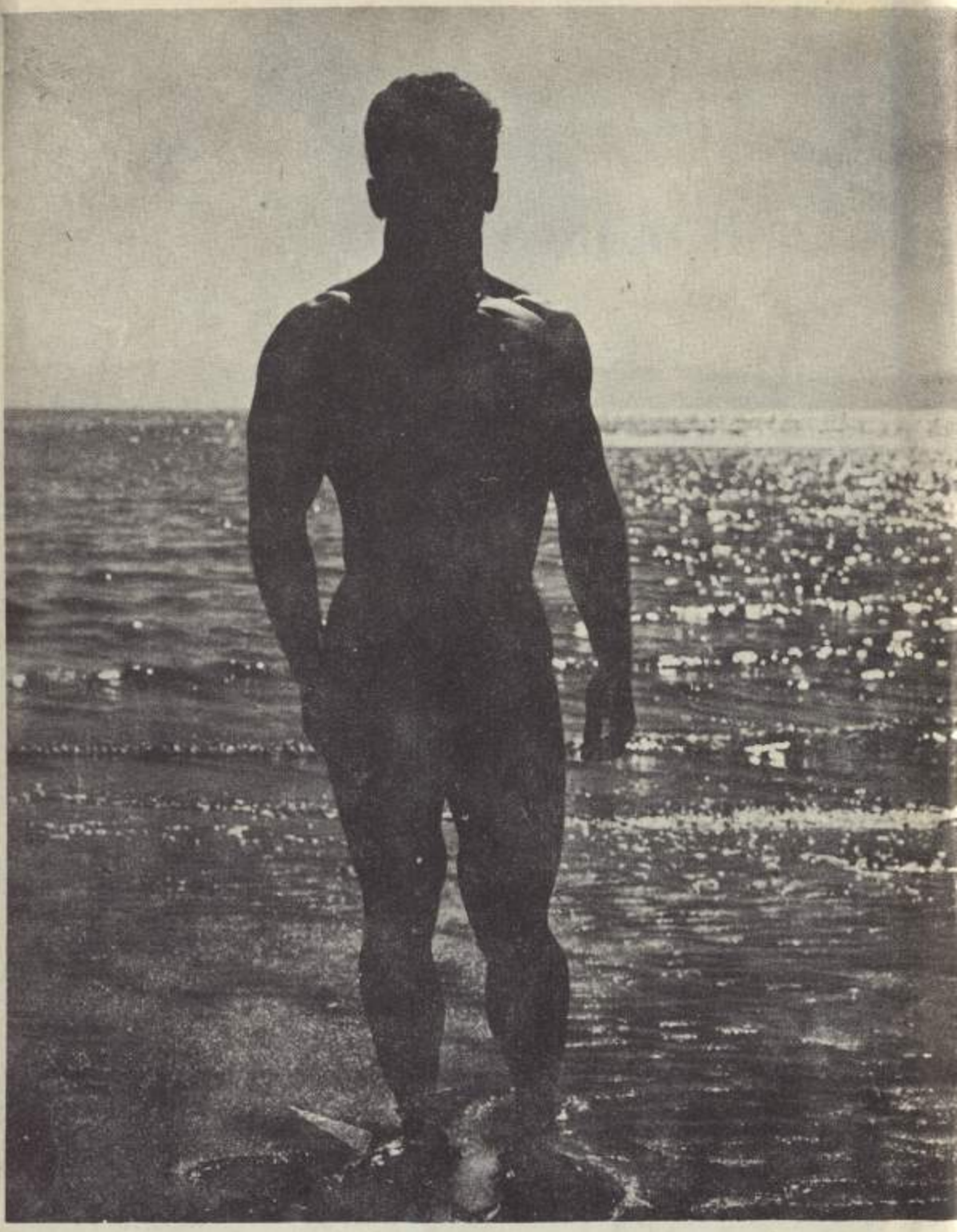
Come to the window, sweet is the night air!
Only, from the long line of spray
Where the sea meets the moon-blanch'd land,
Listen! you hear the grating roar
Of pebbles which the waves draw back and fling,
At their return, up the high strand,
Begin, and cease, and then again begin
The eternal note of sadness in.

Sophocles long ago
Heard it on the Aegean, and it brought
Into his mind the turbid ebb and flow,
Of human misery; we
Find also in the sound a thought,
Hearing it by this distant northern sea.

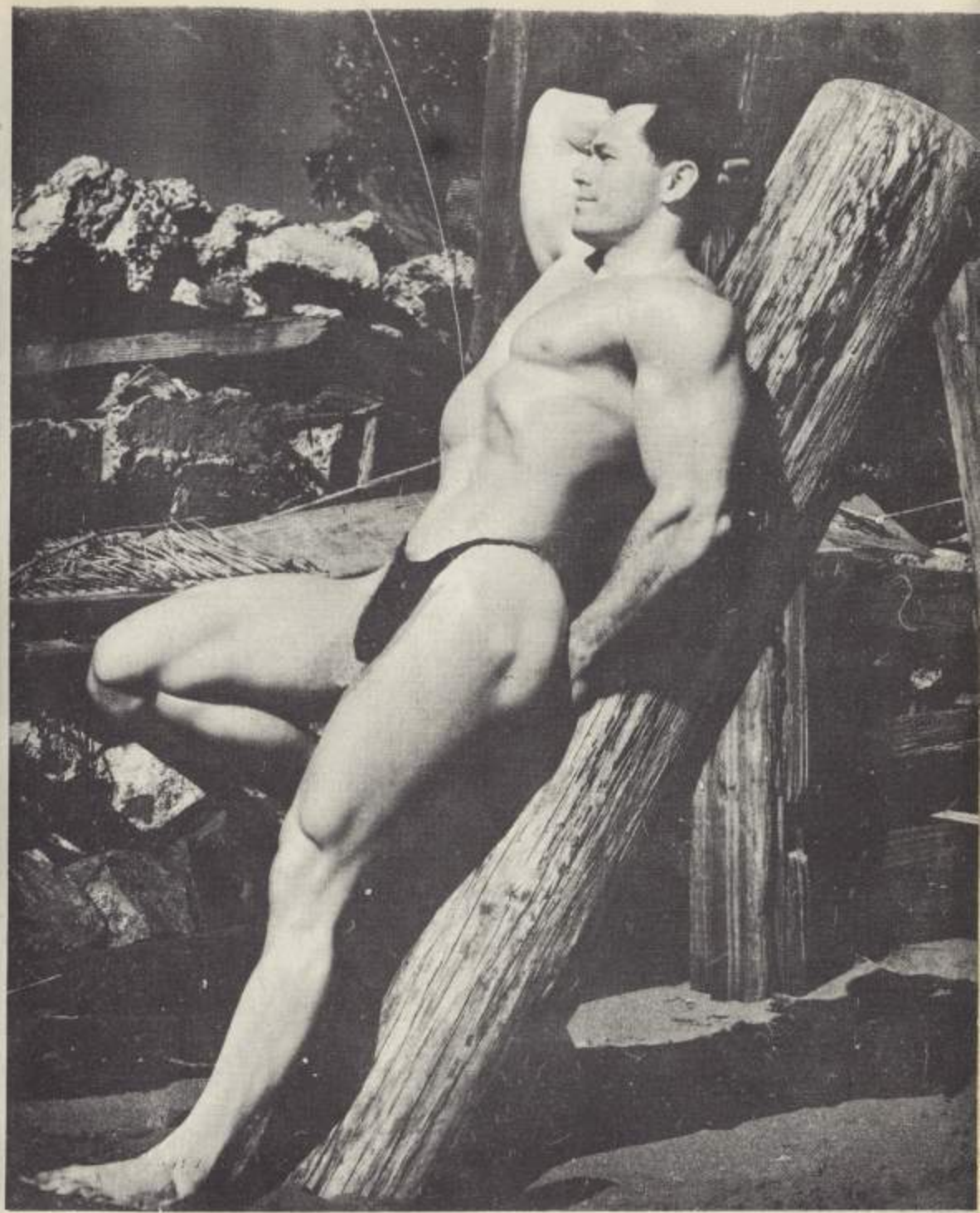
Ah, love, let us be true
To one another! for the world, which seems
To lie before us like a land of dreams,
So various, so beautiful, so new,
Hath really neither joy, nor love, nor light,
Nor certitude, nor peace, nor help for pain;
And we are here as on a darkling plain
Swept with confused alarms of struggle and flight,
Where ignorant armies clash by night.



"The sea is calm"

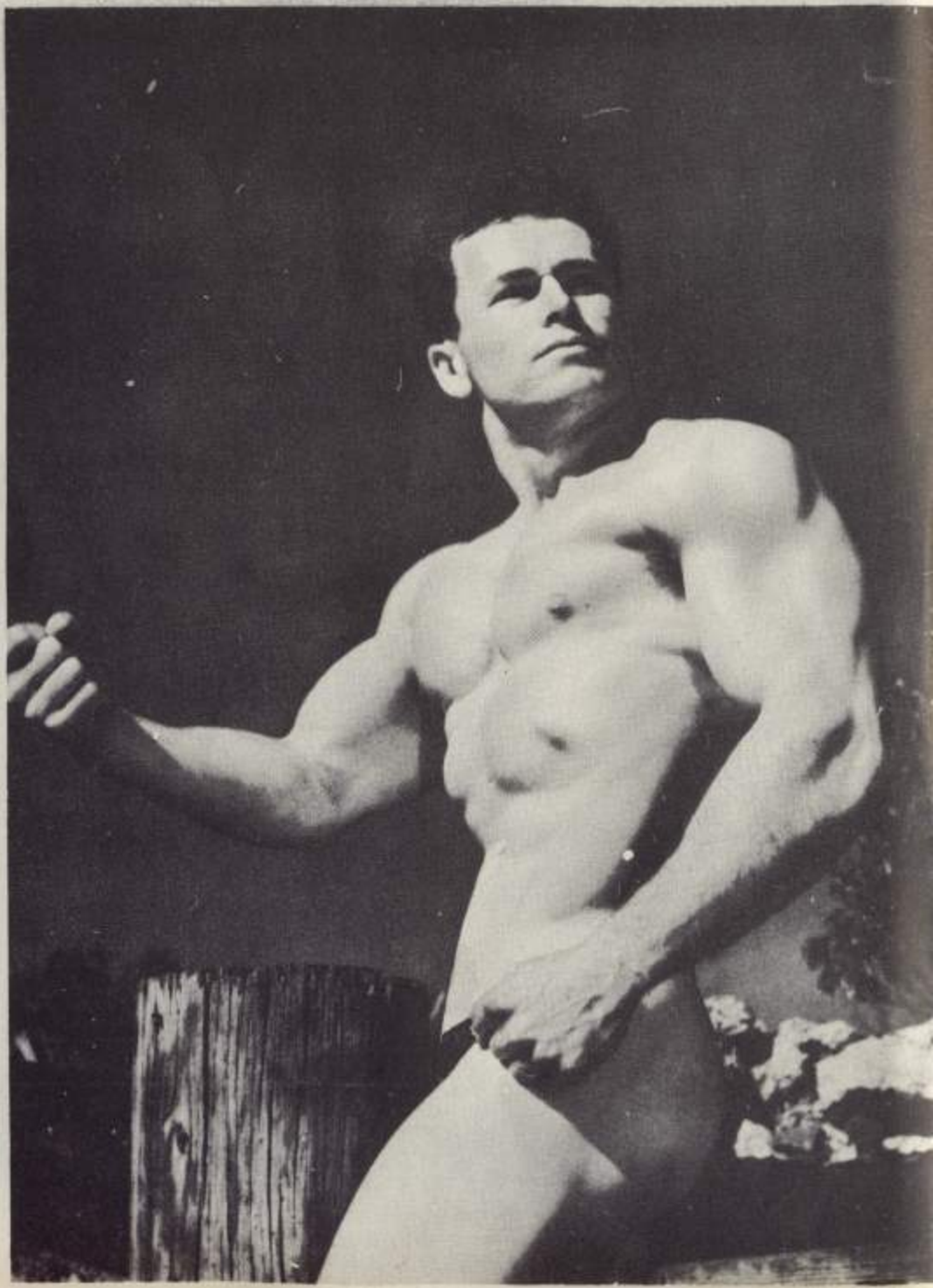


"the moon lies fair upon the straits"

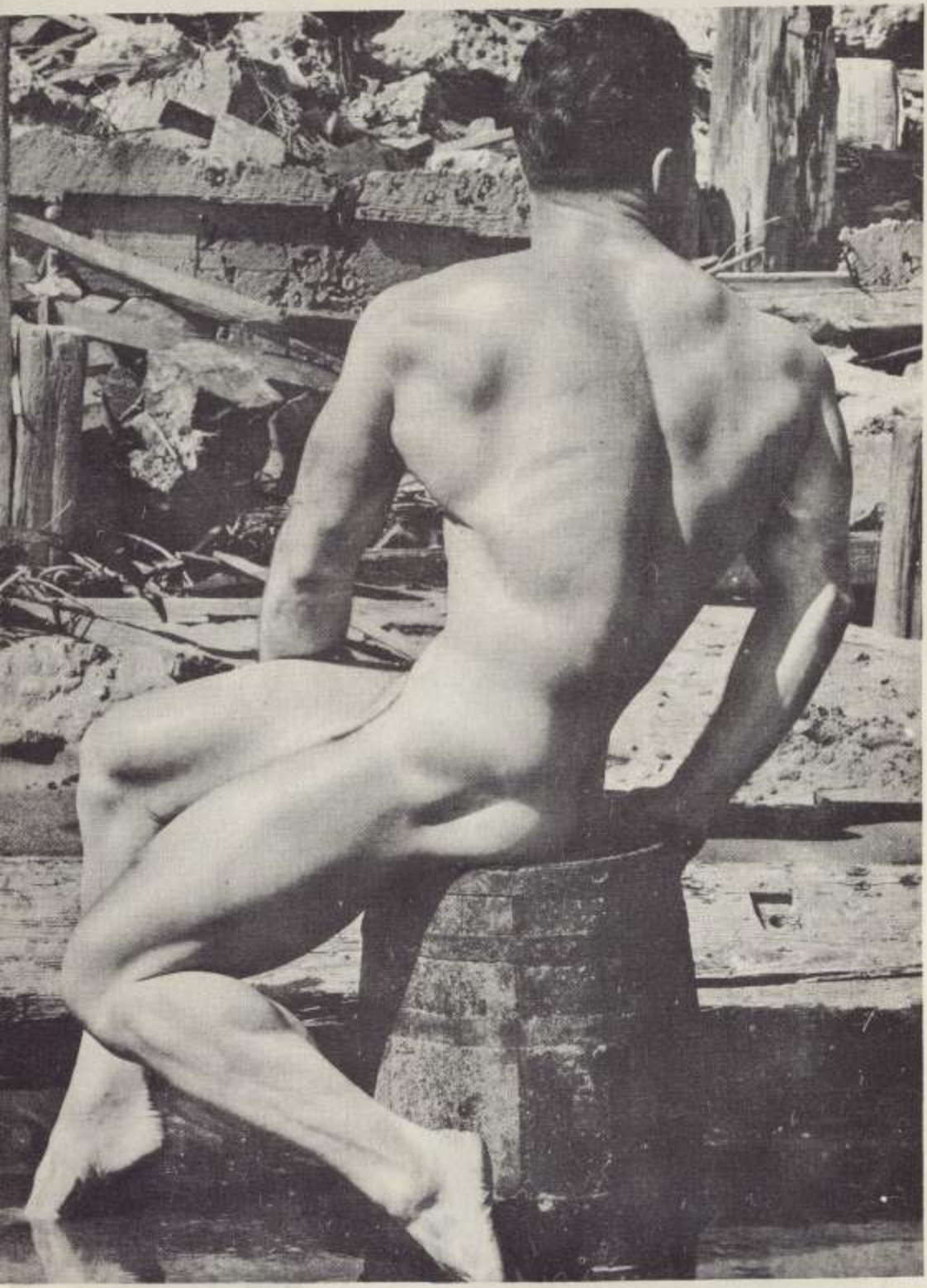


"where the sea meets the moon-blanch'd land"

"Listen! you hear the grating roar
of pebbles which the waves draw back, and fling"



"the eternal note of sadness"



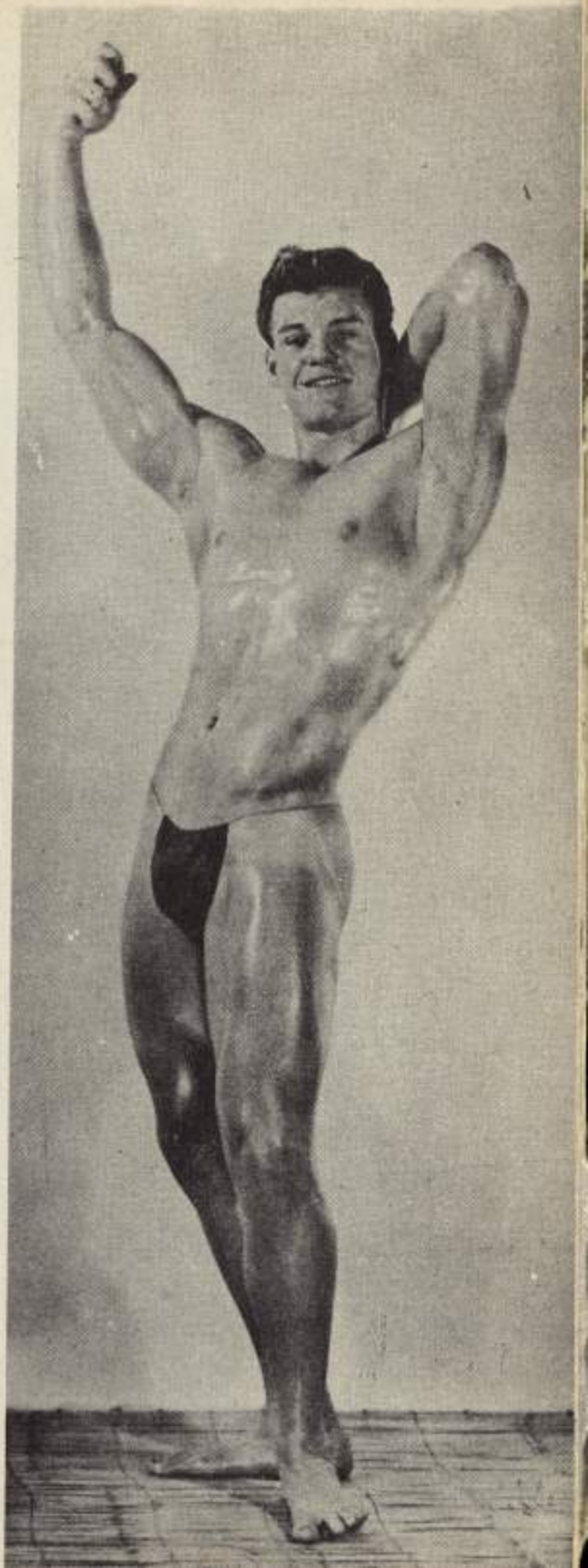
The Lantern of Inspiration

The inspiration of the Divine Word has been mankind's greatest force for good since the beginning of time. The biblical David, awed by this expression of celestial power, ascribed to it his most stirring psalm which begins with the haunting words . . . "Thy word is a lantern unto my feet".

Today, 2000 years and 20,000 miles removed from the life and times of David, a young California athlete draws his own inspiration from these ageless and timeless words.

Sanford (Sandy) Alcorn is the serious-minded young bodybuilder of whom we speak.

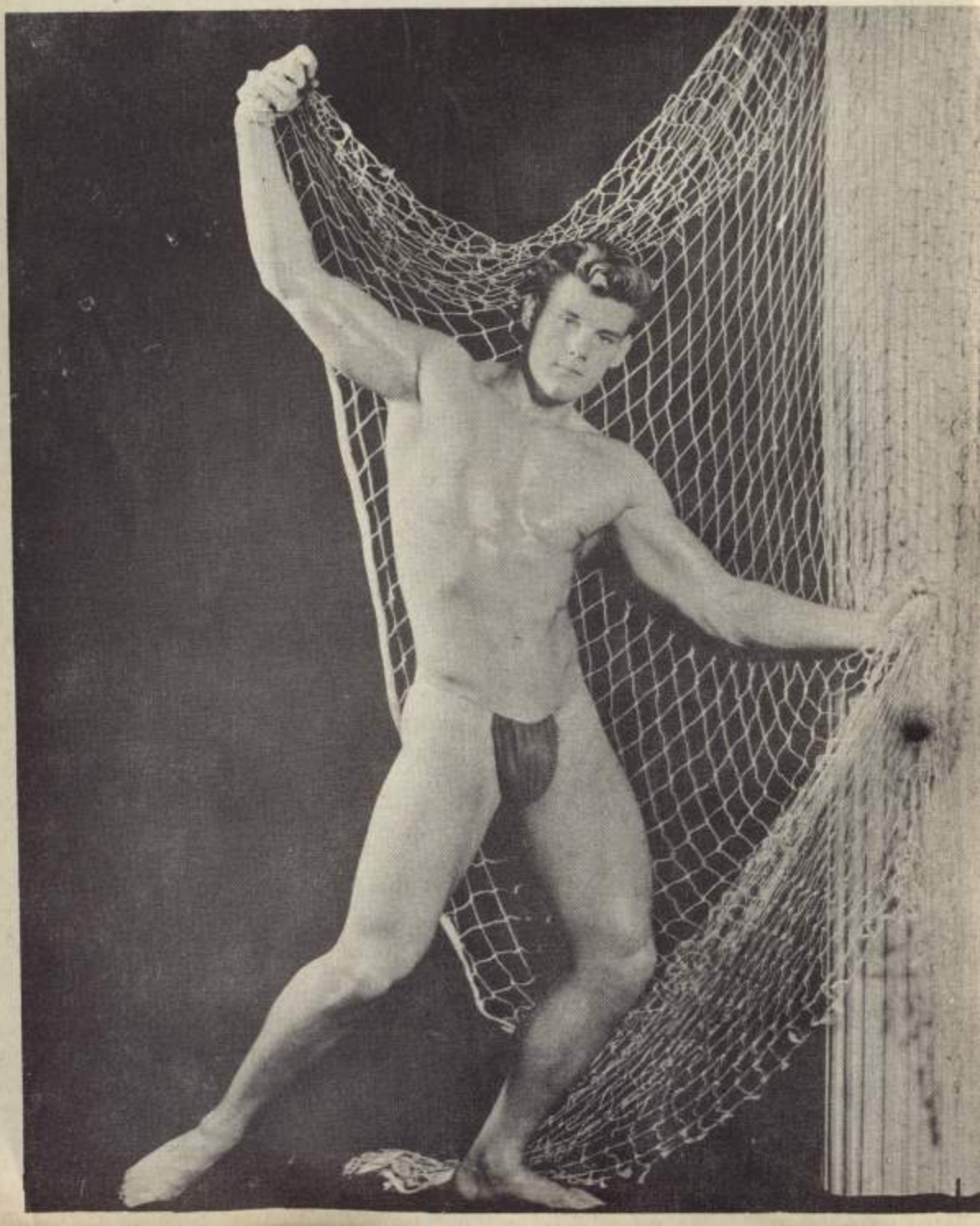
(*Continued on page* 48)

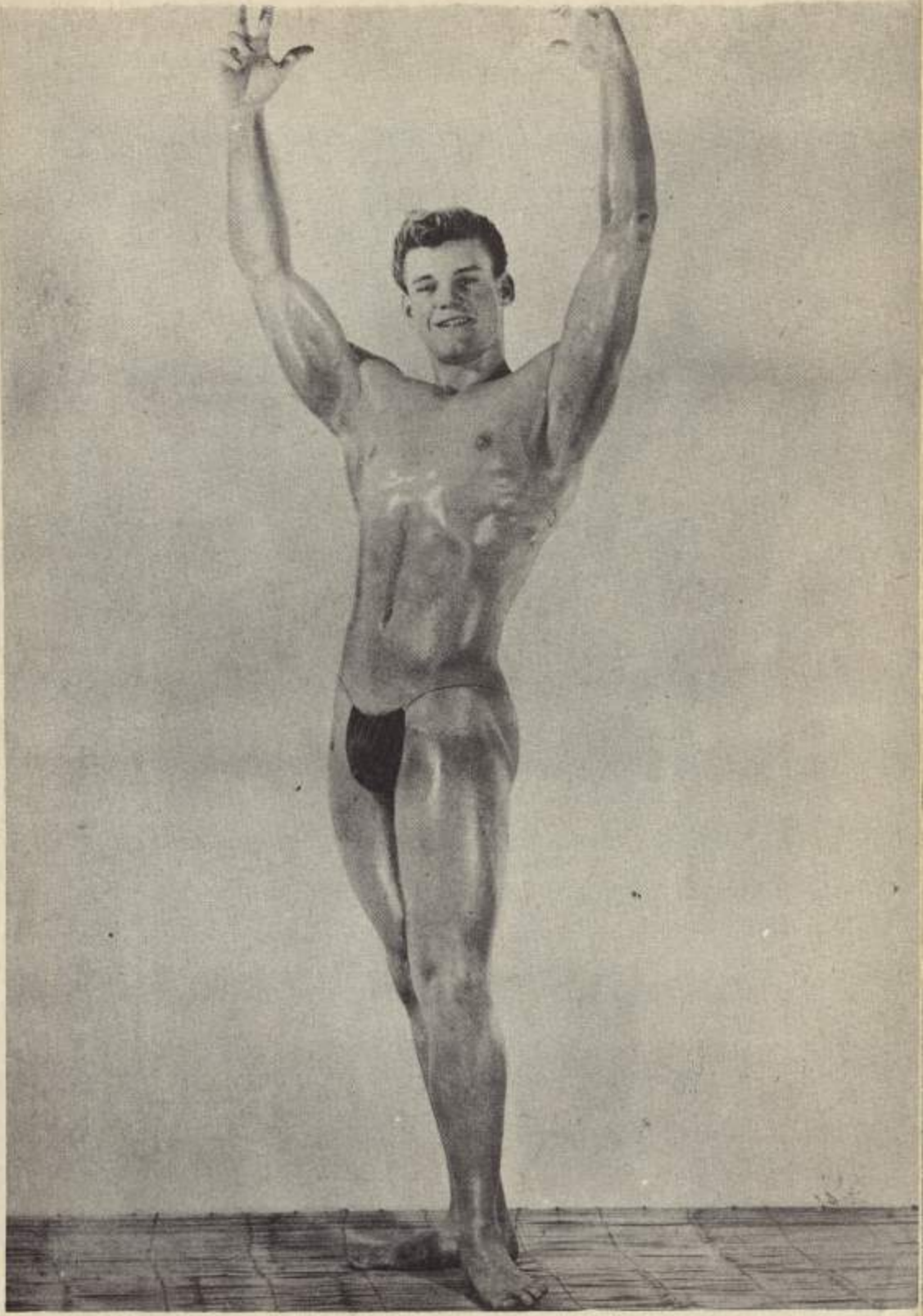


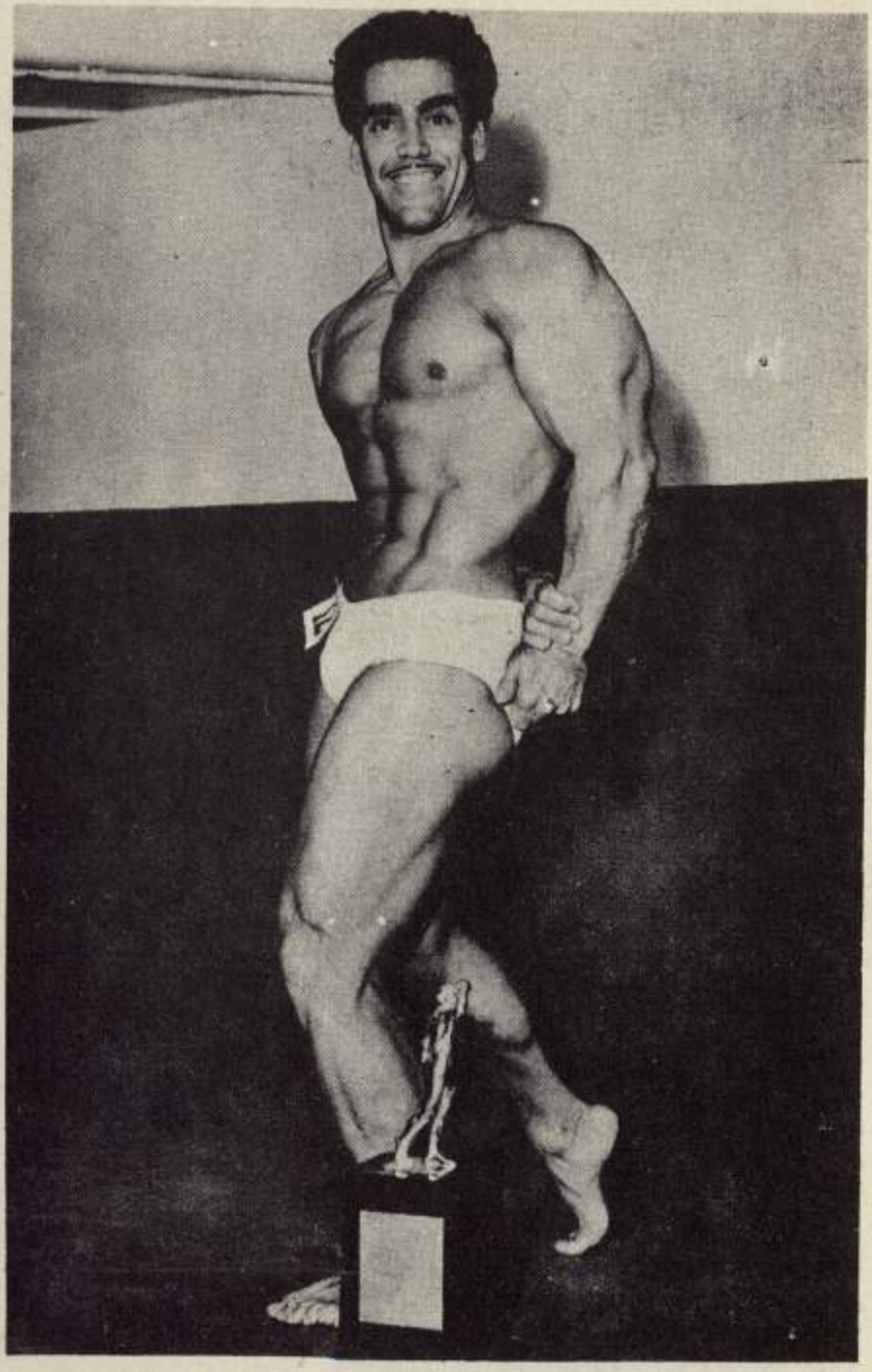
SANDY ALCORN →
by California Models
"Youth triumphant"

MENS SANA IN CORPORE SANO →

FANTASY IN BLACK AND WHITE







LEO ROBERT POSES WITH HIS TROPHY

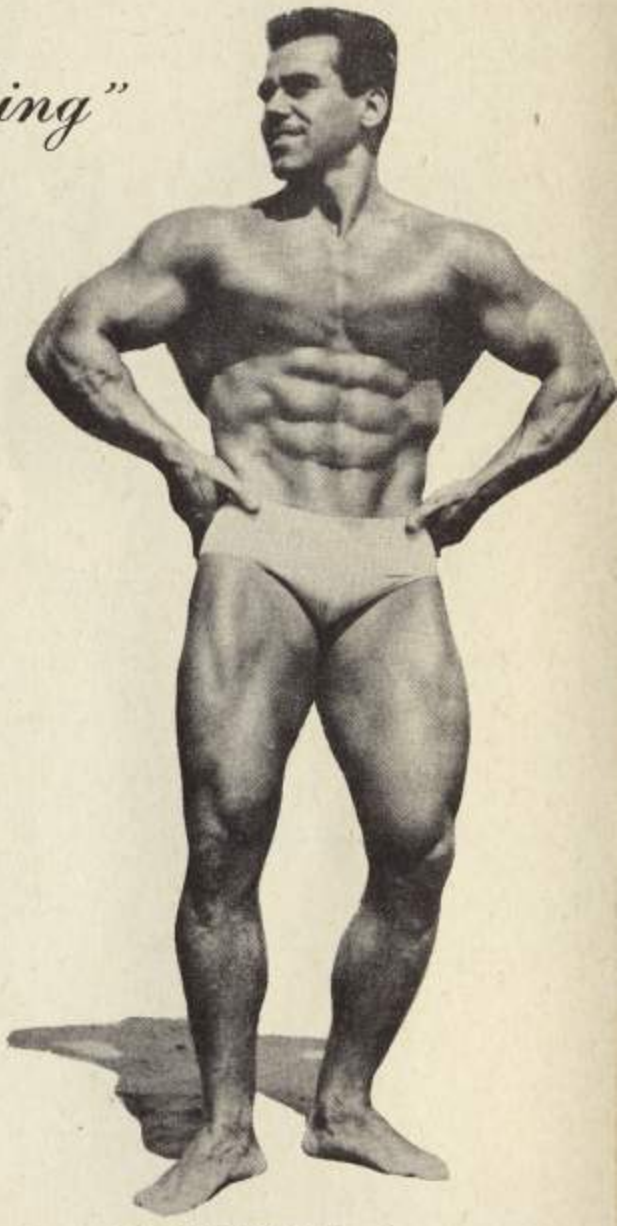
Canada's "Mr. Everything"

Winner of every award for physical supremacy which his country bestows, Leo Robert, like Alexander of old, had been seeking new worlds to conquer. Unlike Alexander, Leo's search was handsomely rewarded, for on June 11th in London he won the brightest jewel in the body-builder's diadem . . . the title of MR. UNIVERSE.

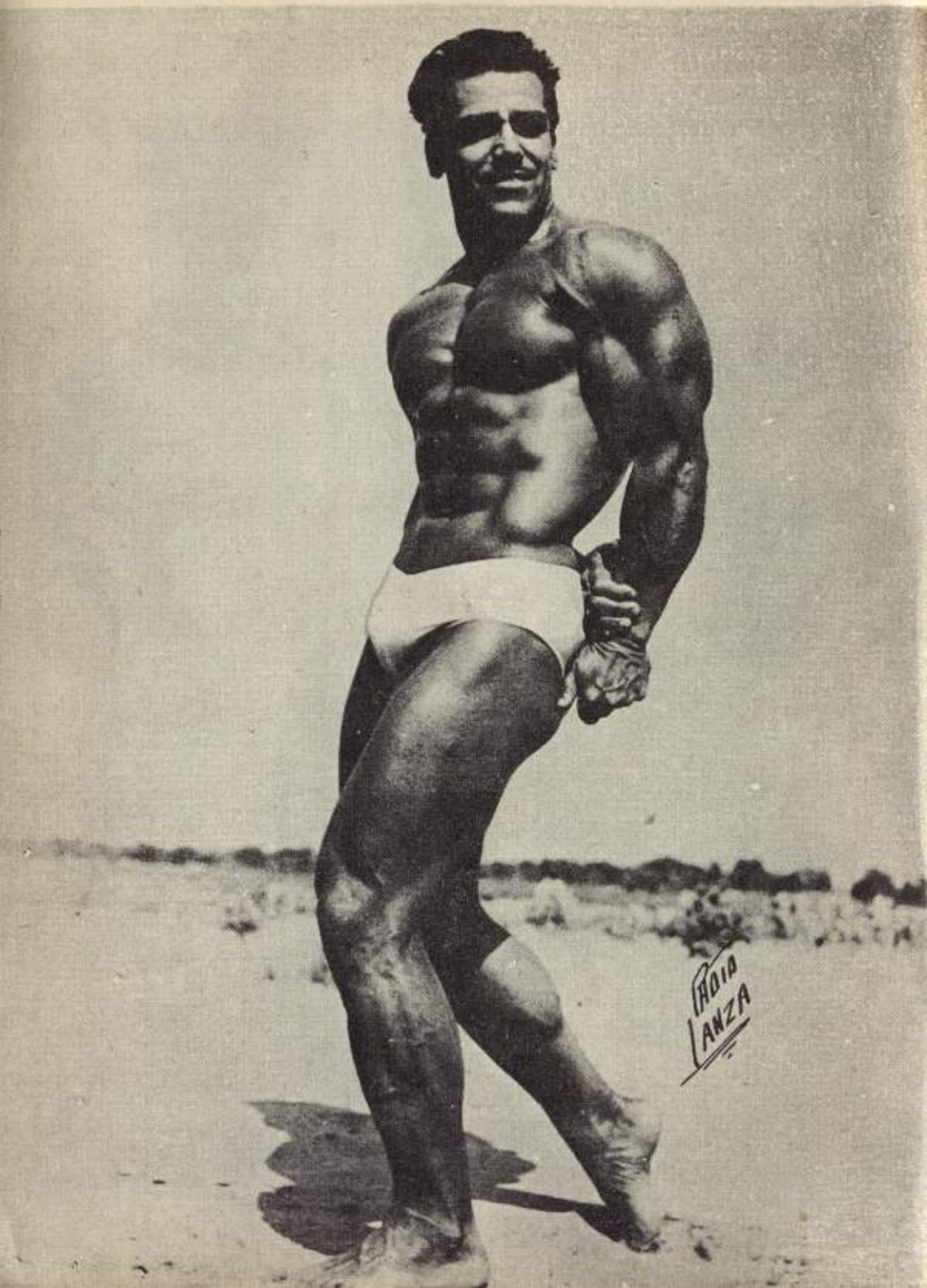
In a field of contestants boasting physique stars of international renown, it must have been a heart-breaking task for the judges to choose between such outstanding champions as Leo Robert and Clarence Ross . . . both had been trained to knife-sharp definition, both could not have been in finer shape.

It is this pitting of great champion against great champion that advances the cause and interests of any

(*Continued on page* 52)

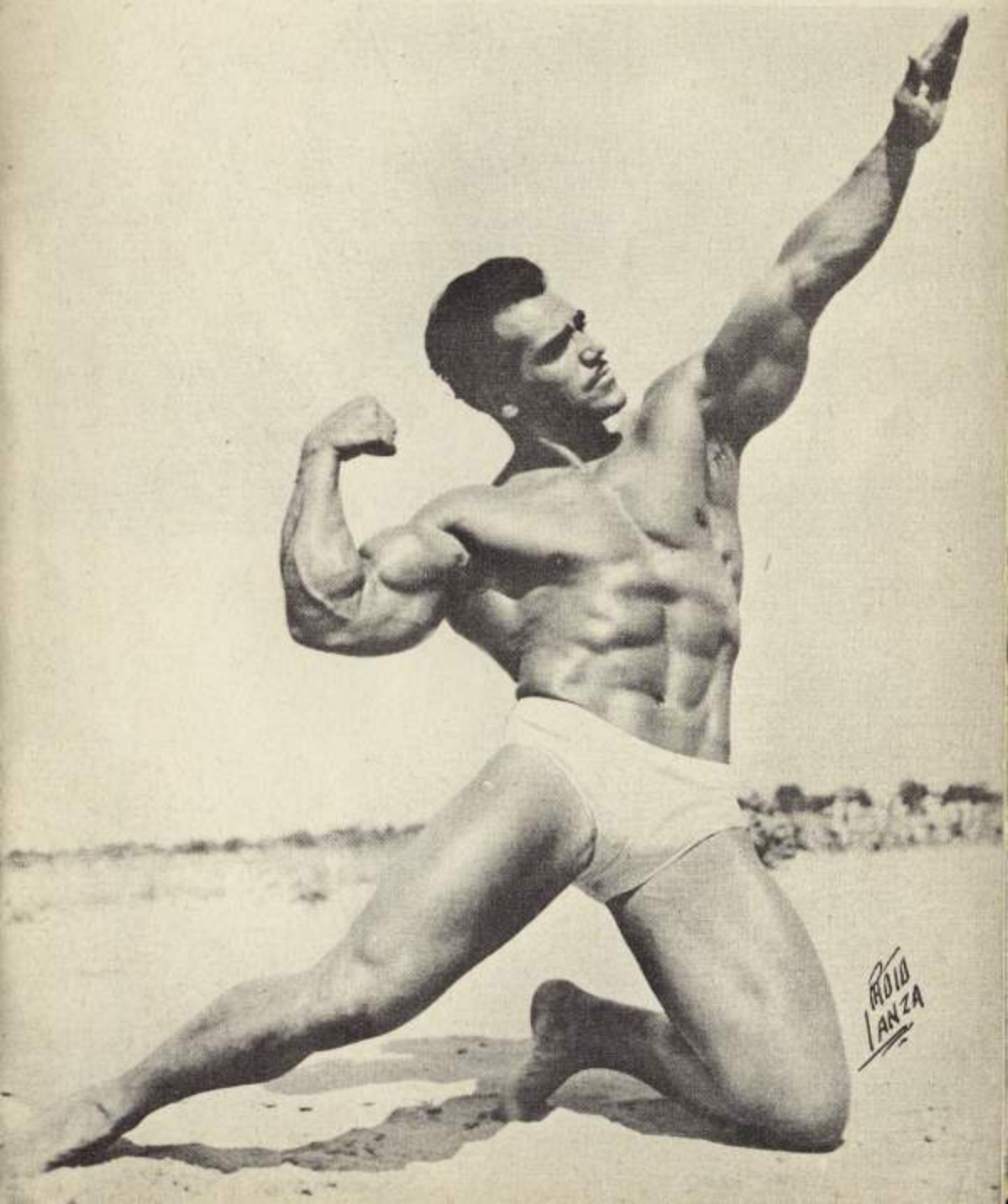


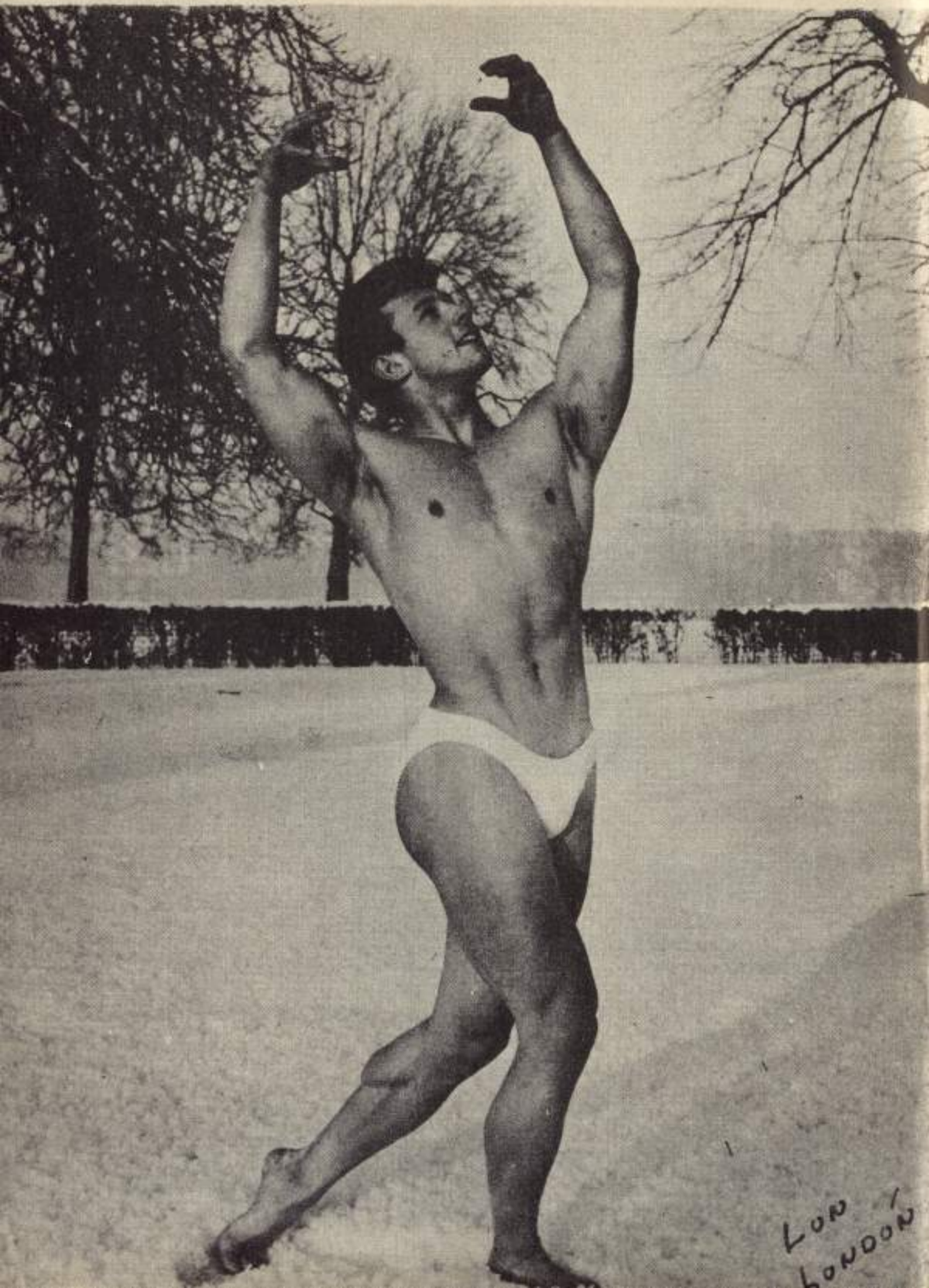
MR. UNIVERSE by Lanza


RADIO
LANZA

← LEO DISPLAYS HIS CLASSIC MID-SECTION

A STUDY IN CURVES AND DIAGONALS




LON
LONDON

← CLIVE POSTER INVOKES THE GOD OF WINTER

A Study in Contrasts

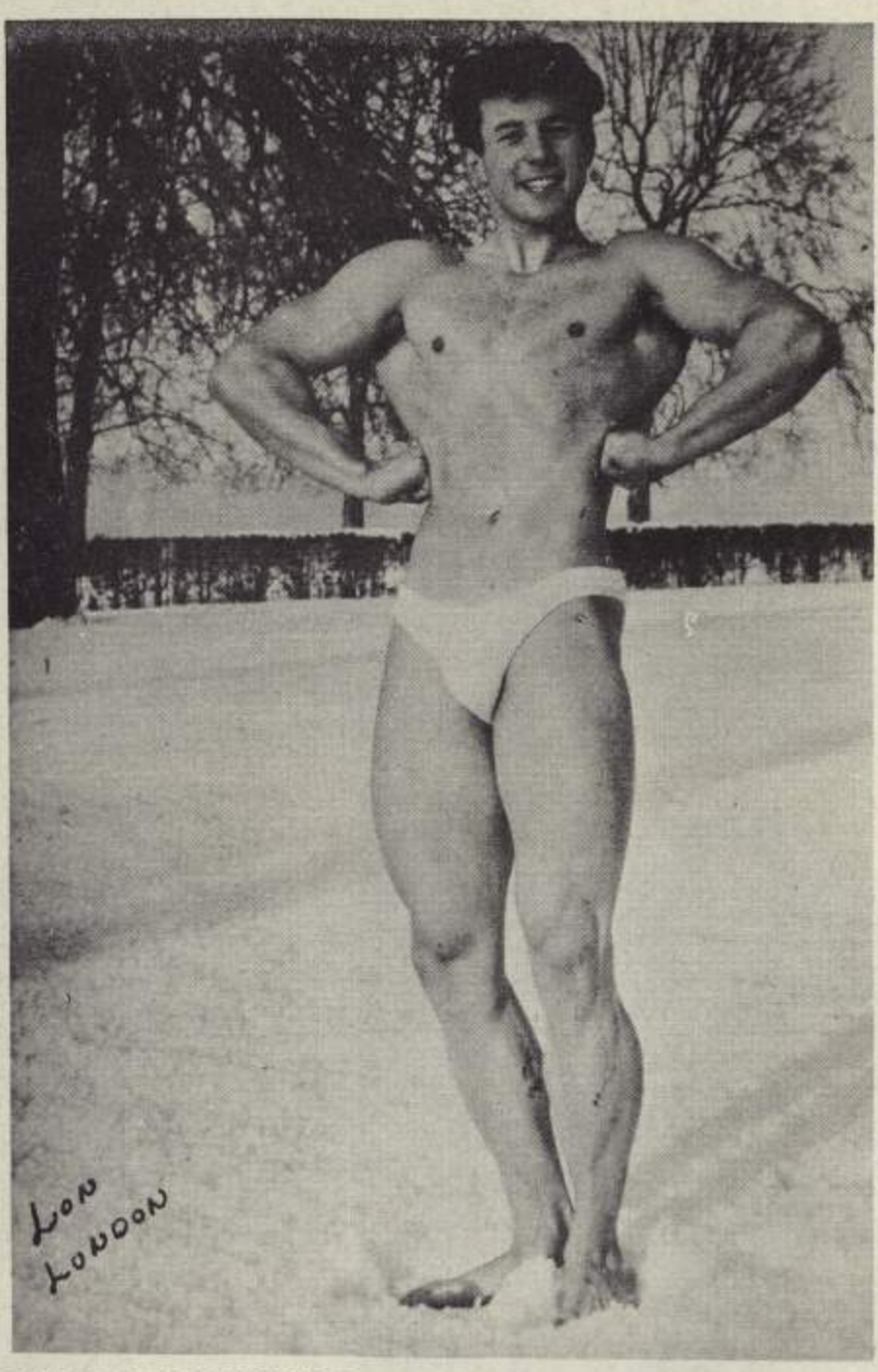
Clive Poster, the smiling young Englishman whose photographs adorn the pages of BODY BEAUTIFUL this month, is a comparative newcomer to the American scene, but in British bodybuilding circles he is a legend.

At the age of 20 Clive is already famed for his splendid physique (his legs are magnificent), but he is perhaps best noted for his distinctive talent for artistic posing.

We are happy to present some of his latest efforts, done in collaboration with Lon of London. They are most expressive studies of the varying moods of autumn and winter.

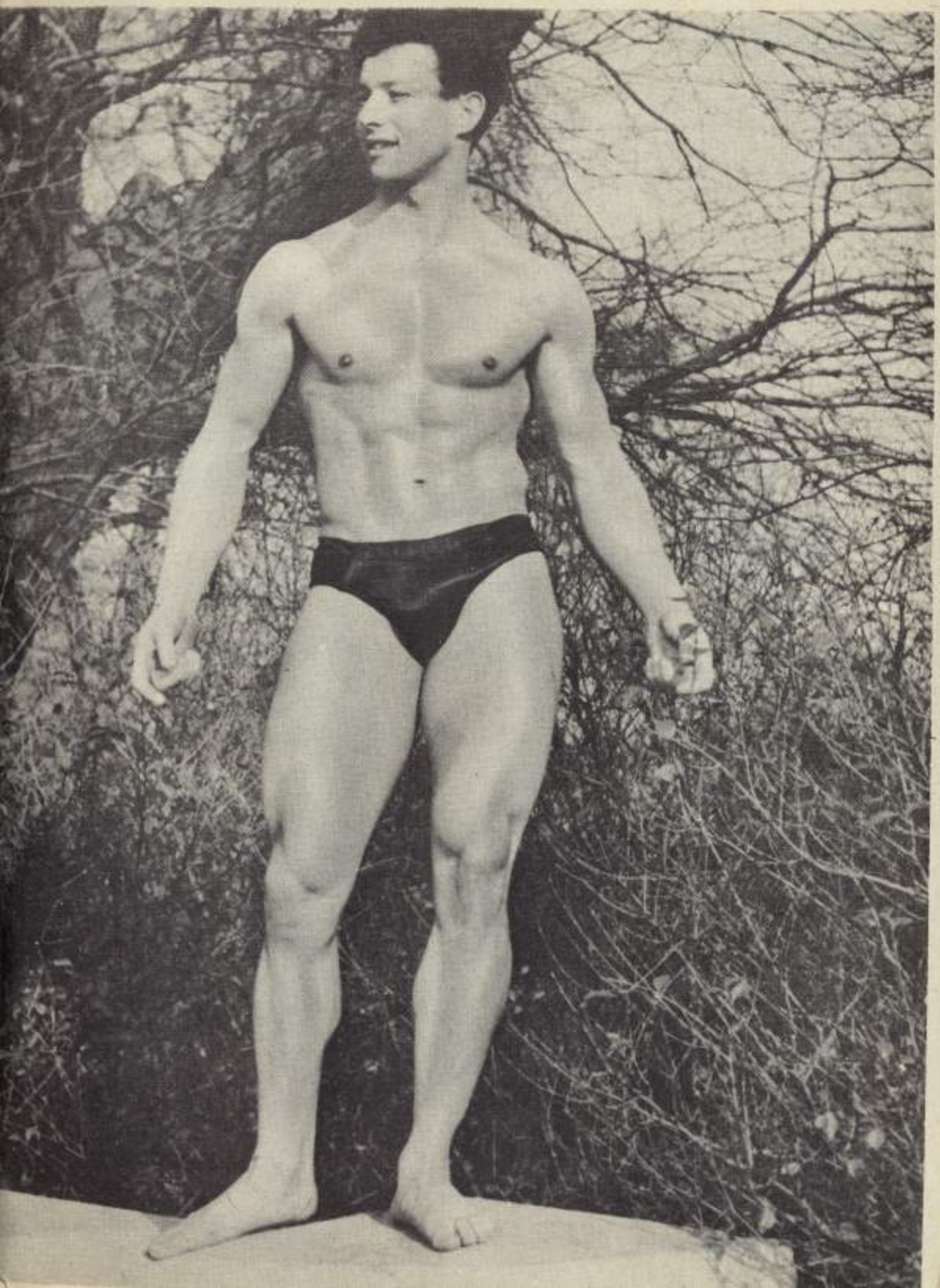
Throughout the series Clive captures both the crisp autumn of the English countryside with its wisps of nostalgia for summer . . . and the tingling invocation of an early winter.

When Summer and Smoke Have Passed Away
by Lon of London



THE COTTON-WHITE OF AN ENGLISH SNOW

The Winey Fragrance of Early Autumn →



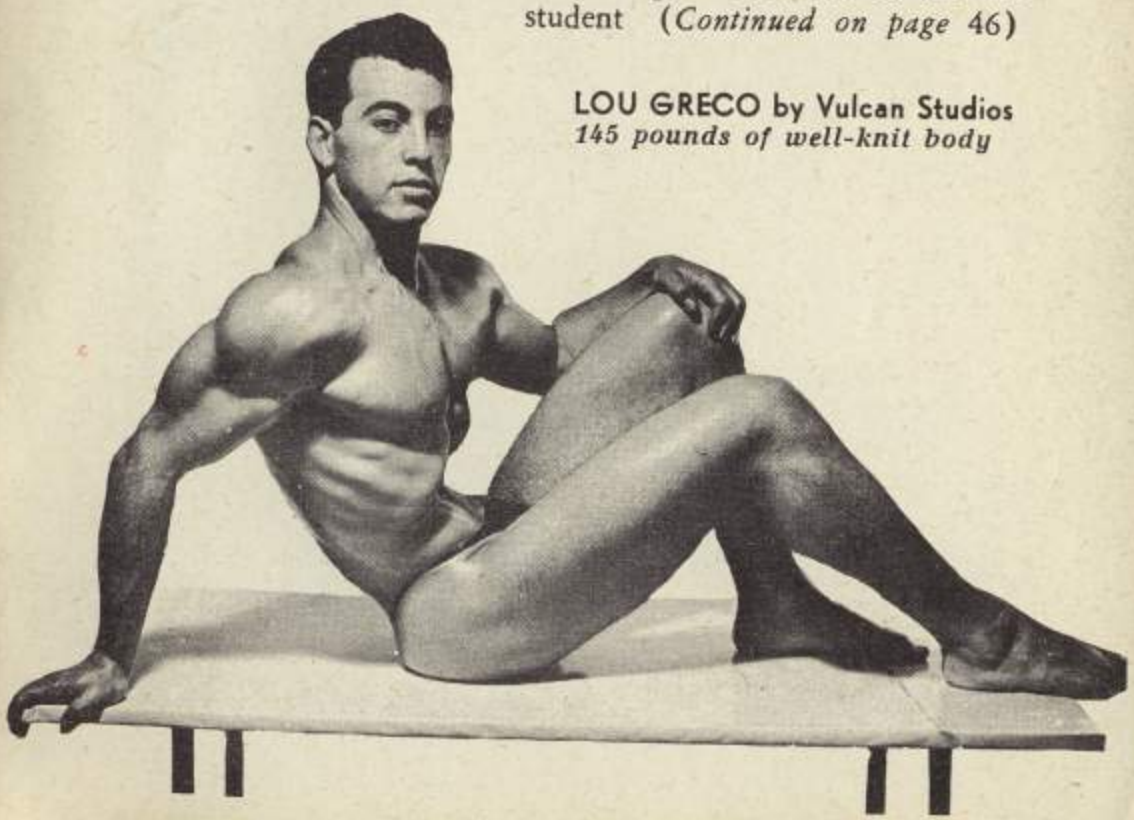
PETER GORDON by Spartan
California's new Adonis

THE YOUTH'S BODY BEAUTIFUL

One of the prime reasons for the publication of BODY BEAUTIFUL is that the cause of youth might be better served. To that end, in issue after issue, we have presented many unusual photographs of some very fine body-builders, who, but for our efforts, might never have received the recognition that they deserved.

In this issue we have chosen five new faces . . . five budding physique sensations whom we feel are destined for international acclaim.

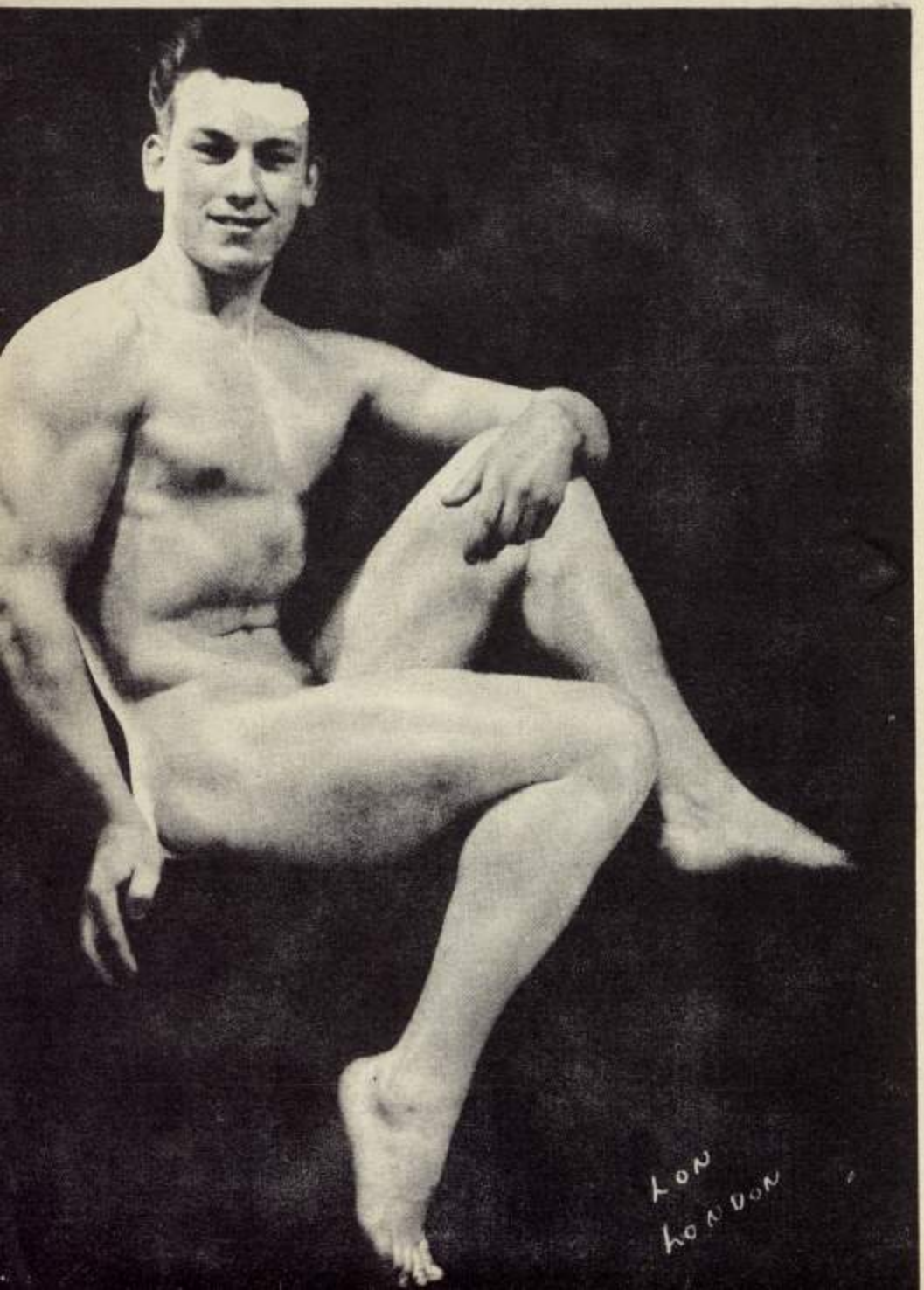
The young man with the smoldering eyes in the half-sitting pose is Lou Greco, who hails from Buffalo, New York. Lou is 5'5" tall, weighs 145. He is an art student (*Continued on page* 46)

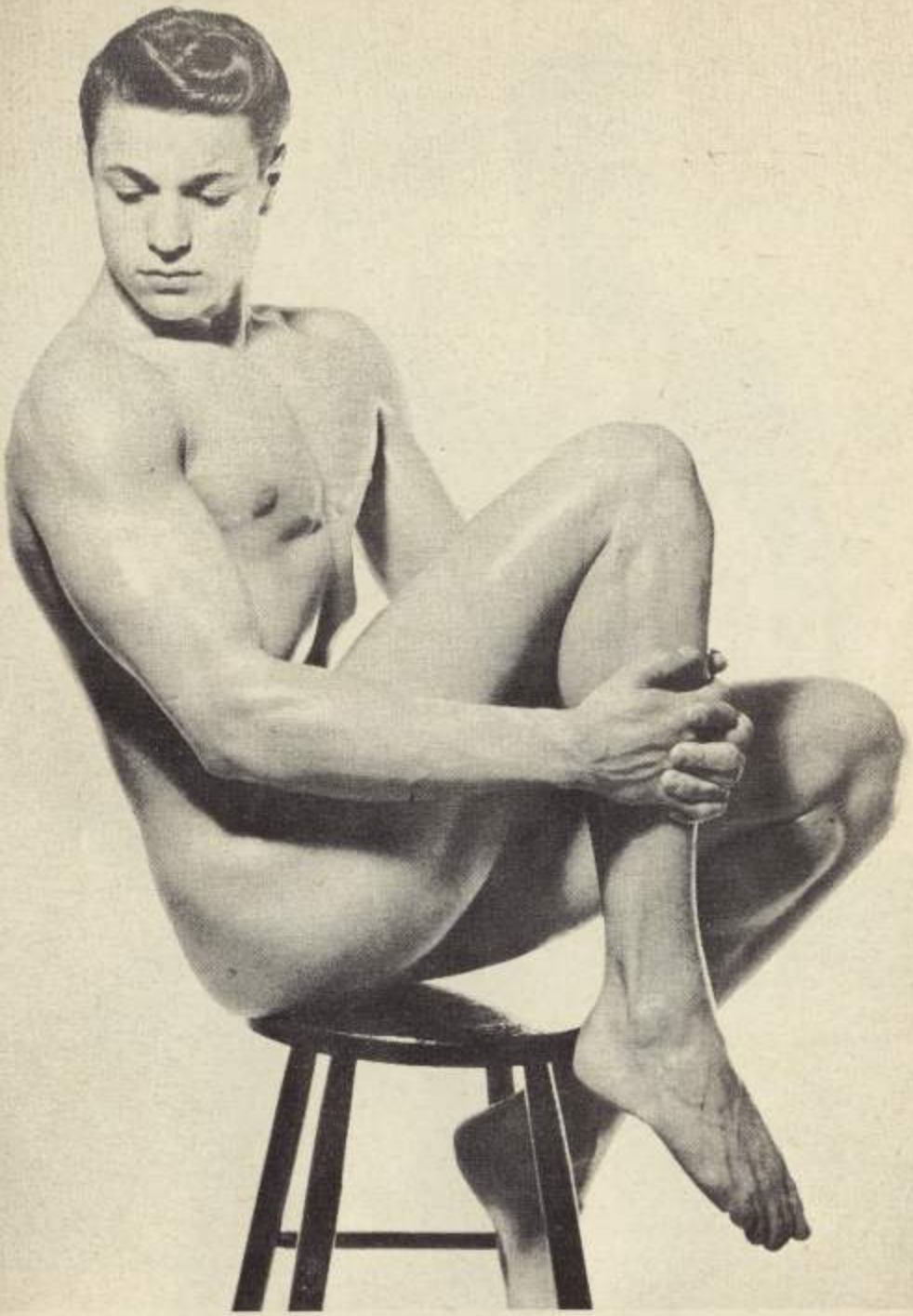


LOU GRECO by Vulcan Studios
145 pounds of well-knit body

JOHNNY HOLDEN by Lon of London

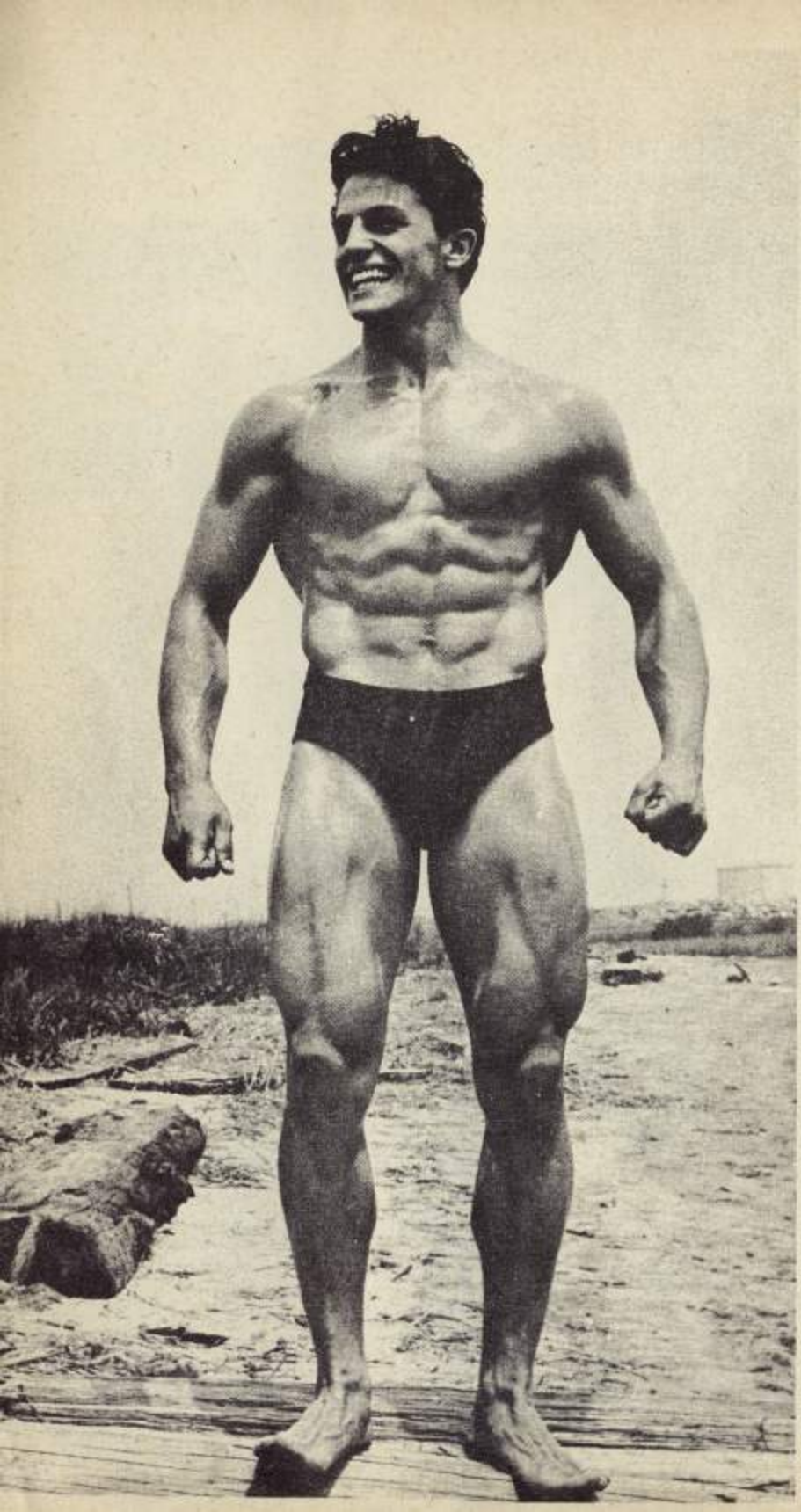
The happy, golden days of youth





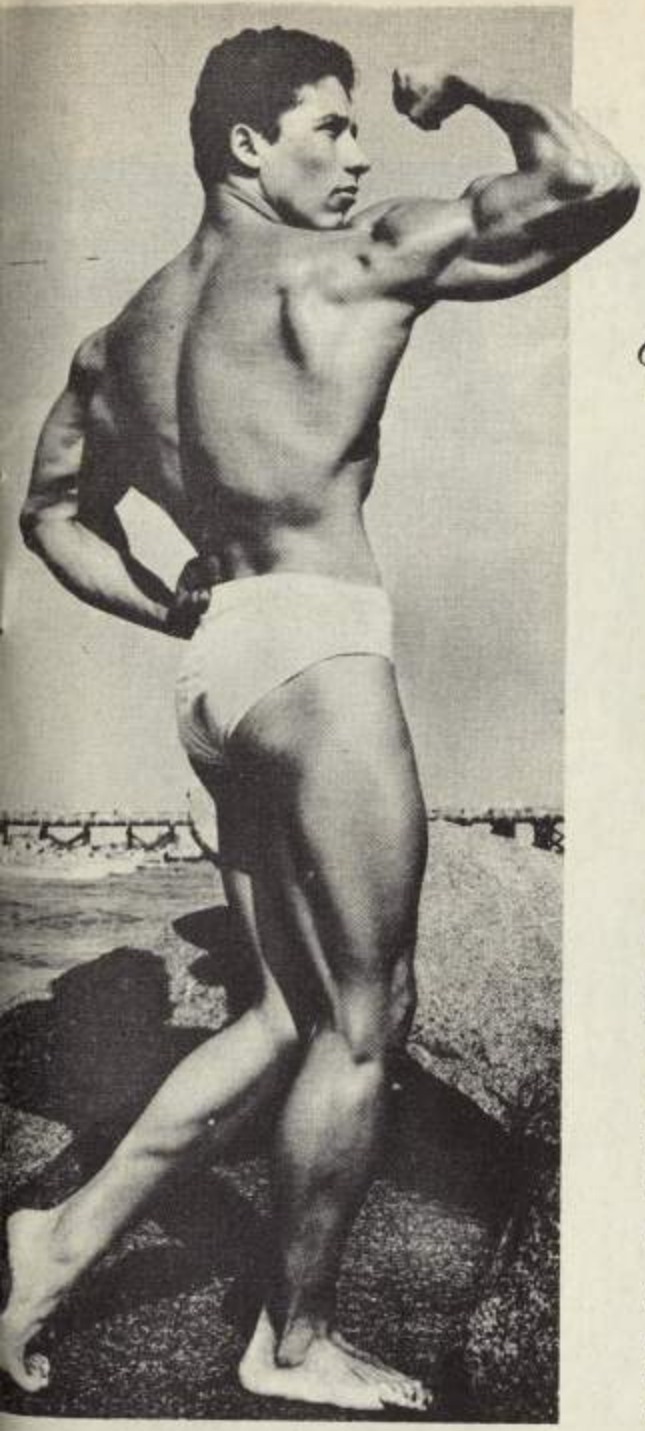
DON ANDRETTA by Vulcan Studios

A study of expressive serenity



BUDDY BASIL
by Togof

A mighty man is he



RAY JIMINEZ FLEXES
HIS STEEL-LIKE ARM

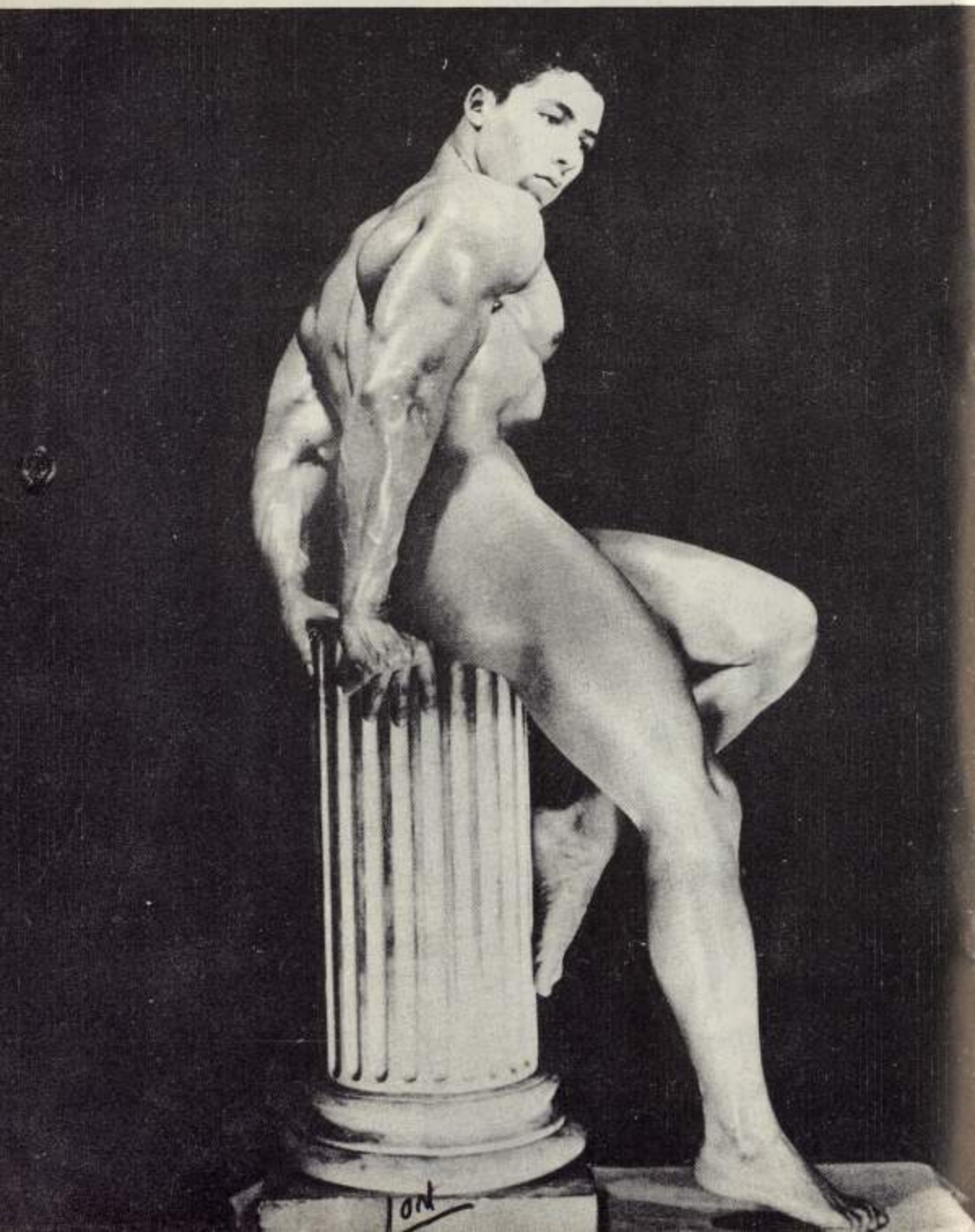
Son of the Conquistadores

The fires of Hispanic ancestry burn brightly in Jay Jiminez. Though they are tempered by time to the tone of contemporary American life, Ray, like the Conquistadores of old, possesses that same spirit of high achievement and tenacity of purpose.

For all his superlative physique Ray, surprisingly enough, is the most modest of men, and were it not for the urging of his friends, and particularly of his instructor, Abe Goldberg, who literally force him to compete in the various contests, little would be known of this fine athlete.

Seeing Ray for the first time, one is instantly impressed by his spectacular facial appearance . . . the velvet-like texture of his

CLASSIC ELEGANCE IN MODERN LIFE bv Lon

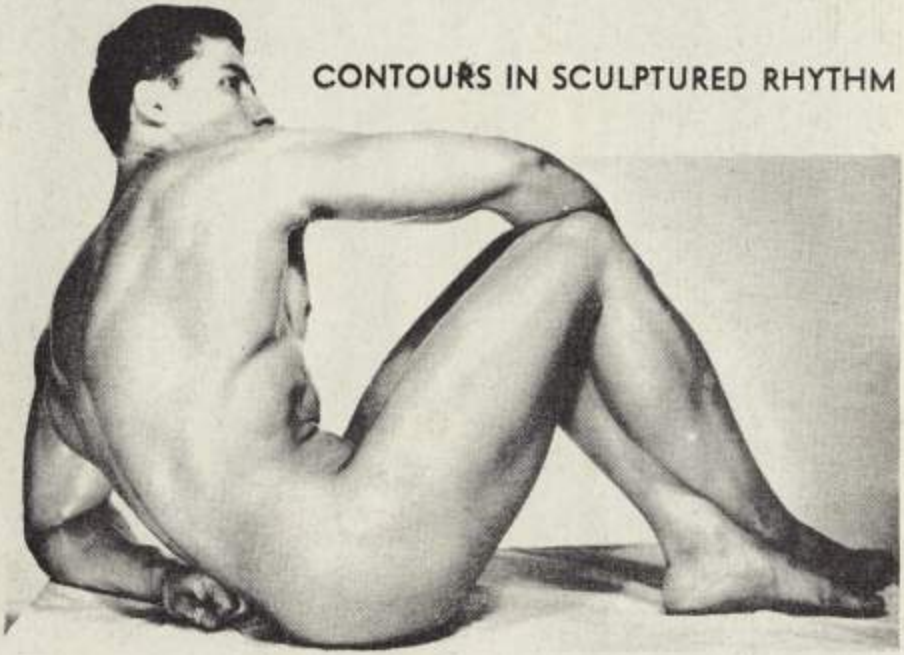


skin, his wide, deep-set eyes, and his glossy black hair. On further examination one is further impressed by his magnificent pectoral muscles, his unusually wide and tapering back, and classic tie-in of waist and hips.

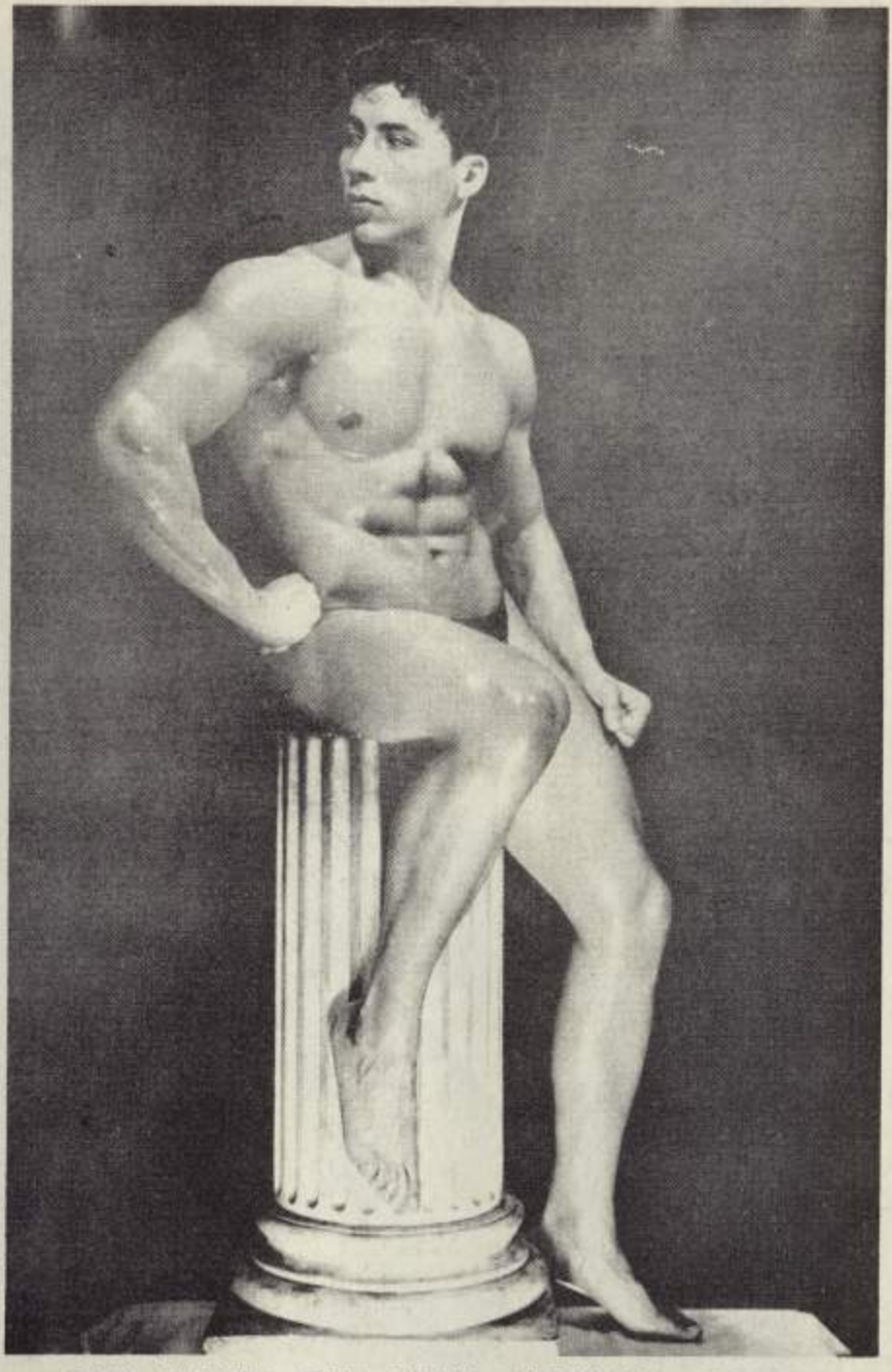
To achieve this phenomenal physique Ray has steadily trained with weights for four years. He is such a master of concentration while training that he can actually isolate any muscle group and work it individually. It is this ability to specialize on a single body part that has enabled Ray to mould his body into the proportions and contours he finds most pleasing.

At present Ray is studying the technical branches of television, and upon graduation plans to return to his native Puerto Rico and establish himself. In this he will have the splendid assistance of his beautiful young wife, Violetta, who is the sister of his life-long friend, Raul Pacheco, whose photographs have appeared in these publications many times.

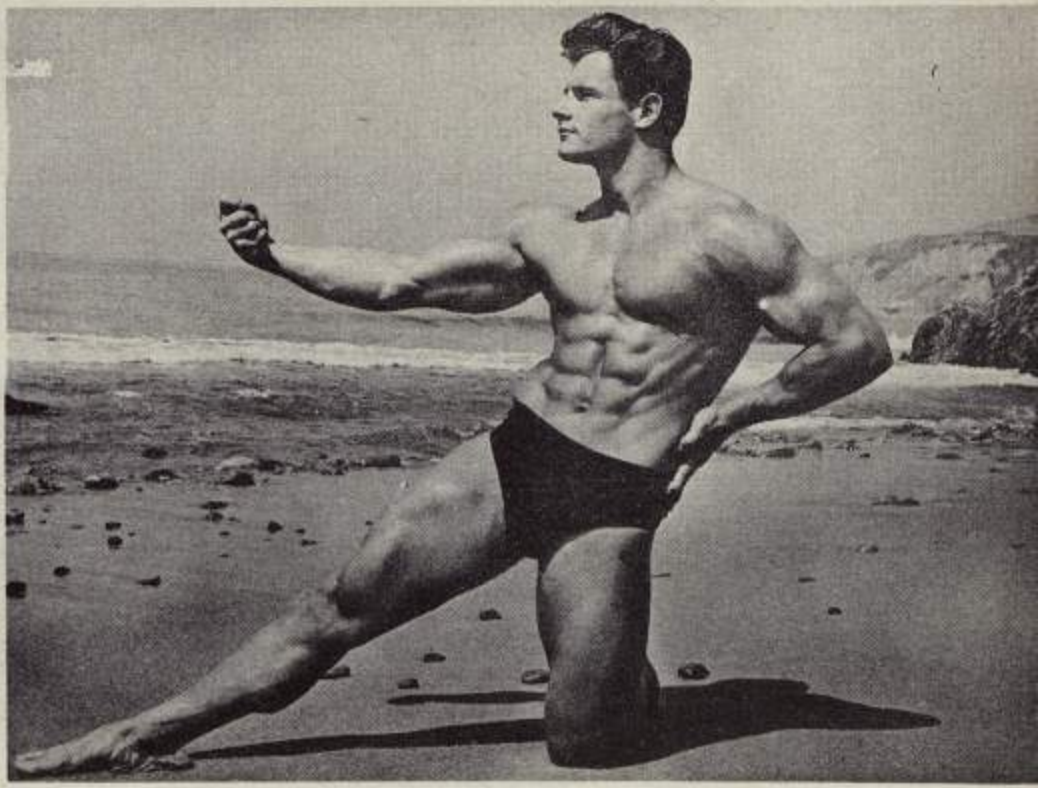
We shall miss Ray and his wife when they return to Puerto Rico, and BODY BEAUTIFUL extends to them its best wishes for the future. Hasta la vista!



CONTOURS IN SCULPTURED RHYTHM



RAY JIMINEZ, THE LATIN-AMERICAN ADONIS



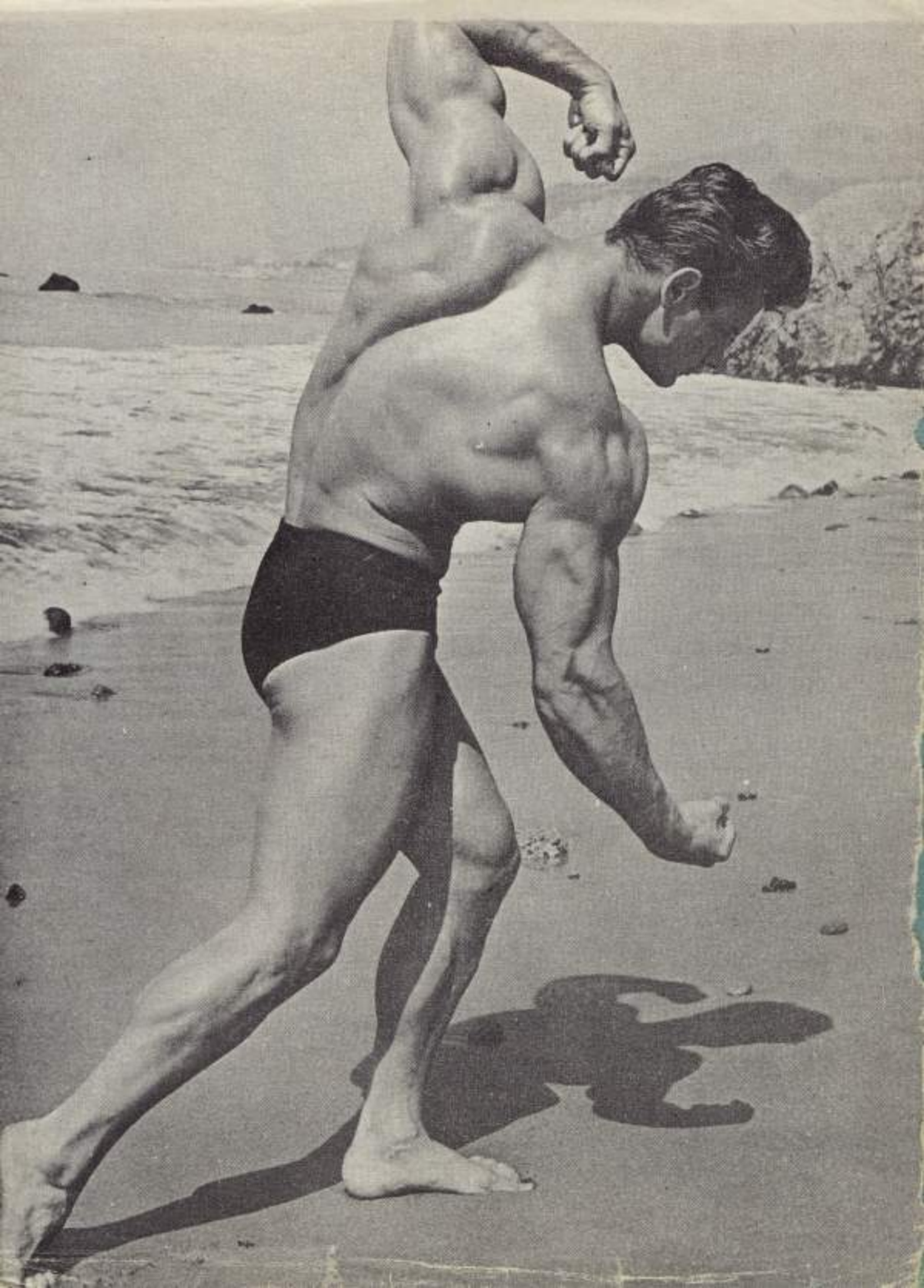
JERRY ROSS by Dixon
In communion with the sea

For our gallery of physical magnificence this month, BODY BEAUTIFUL has selected works of various photographic contributors. They represent some of our more familiar models in new and original poses, contrasting with some lesser known individuals whose posing talents lie in the right direction.

New to our pages is young Jack Weisberg, who, in addition to his excellent weight-trained physique is one of the world's champion tennis players. We are indebted to Vulcan Studios of New York for this fine shot of Jack.

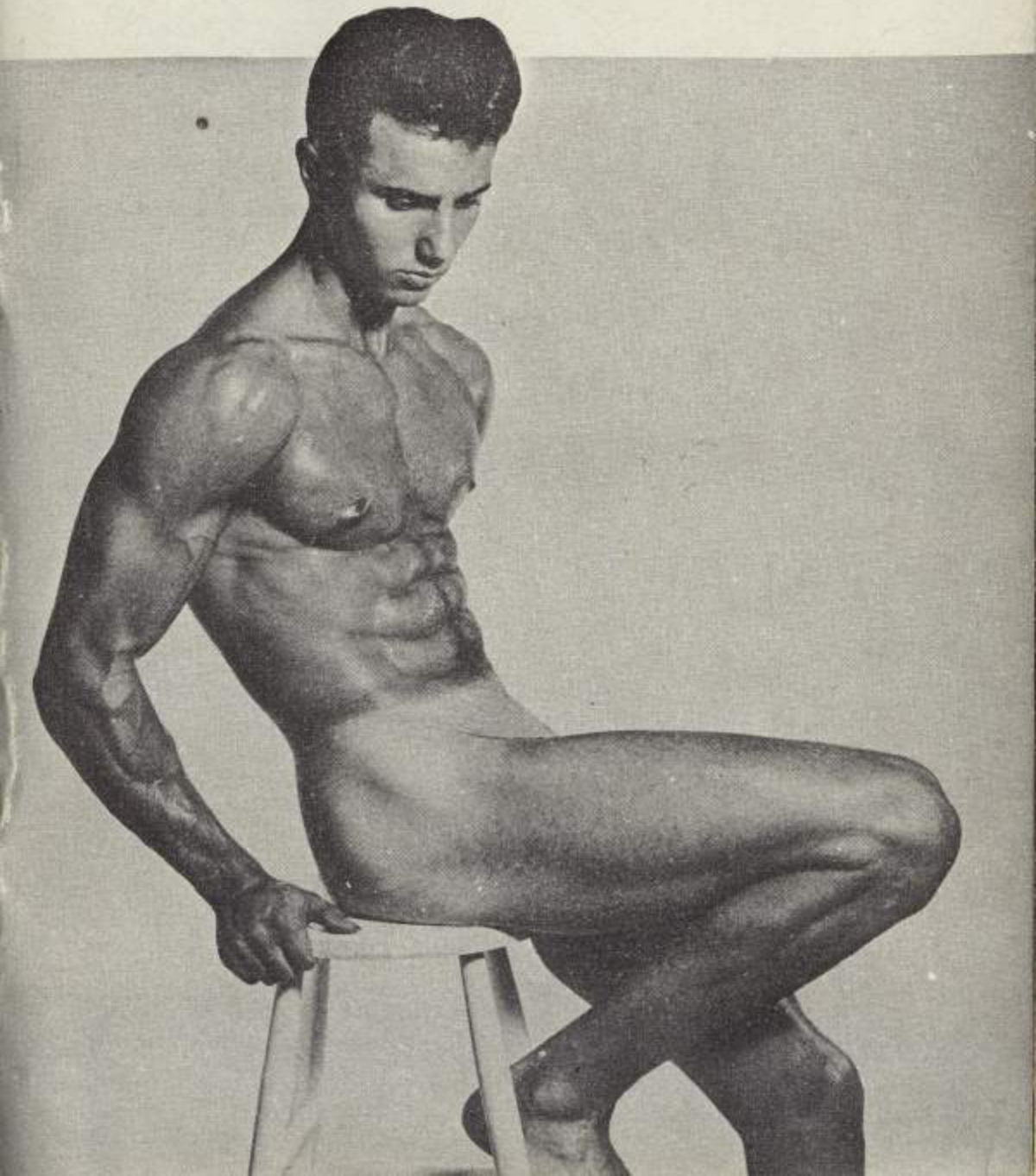
Spartan of (*Continued on page* 60)

"Something OLD... Something NEW"



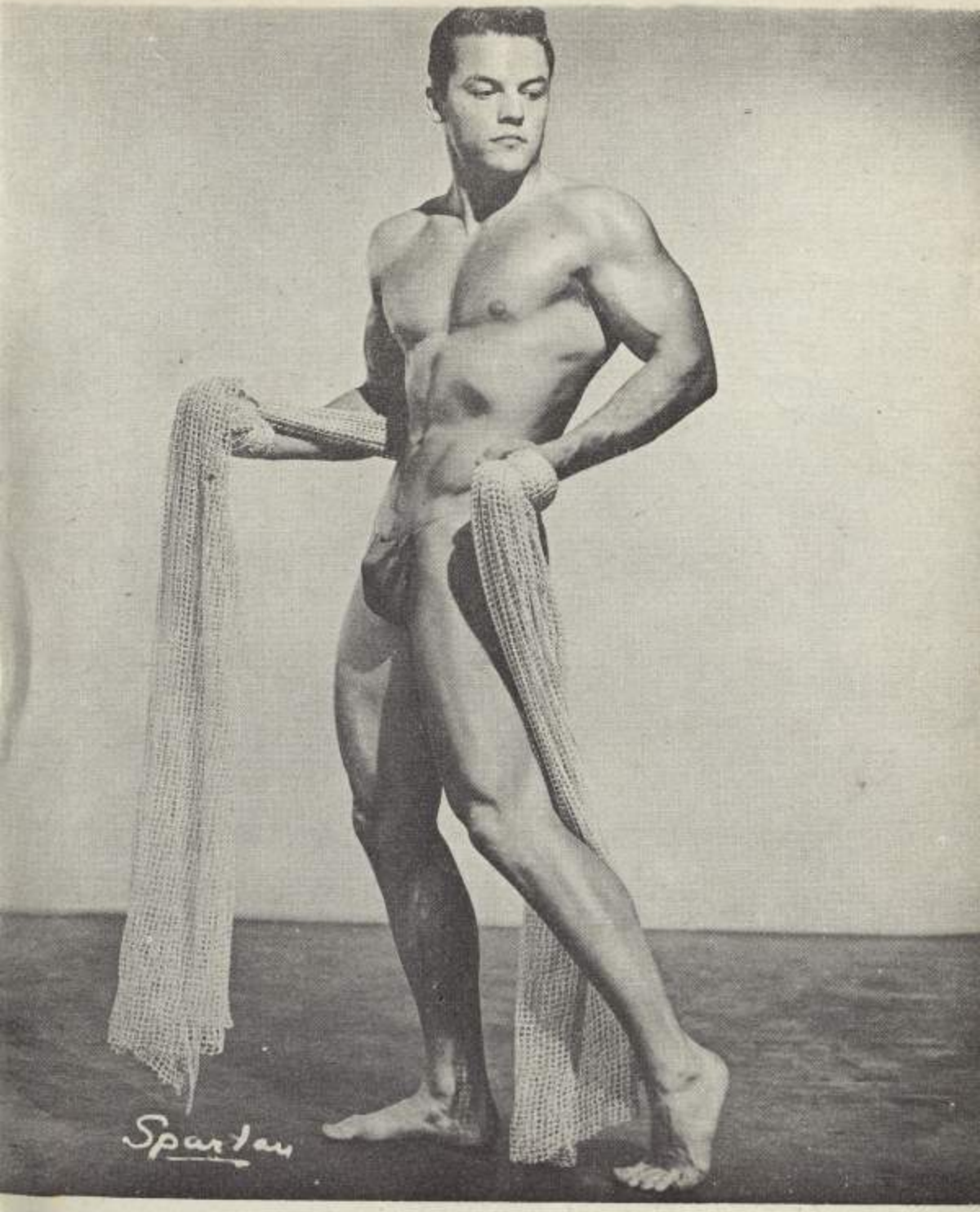
← JERRY ROSS by Dixon
Mr. California flexes his mighty back

JACK WEISBERG by Vulcan Studios
Weight training made a champion of Jack



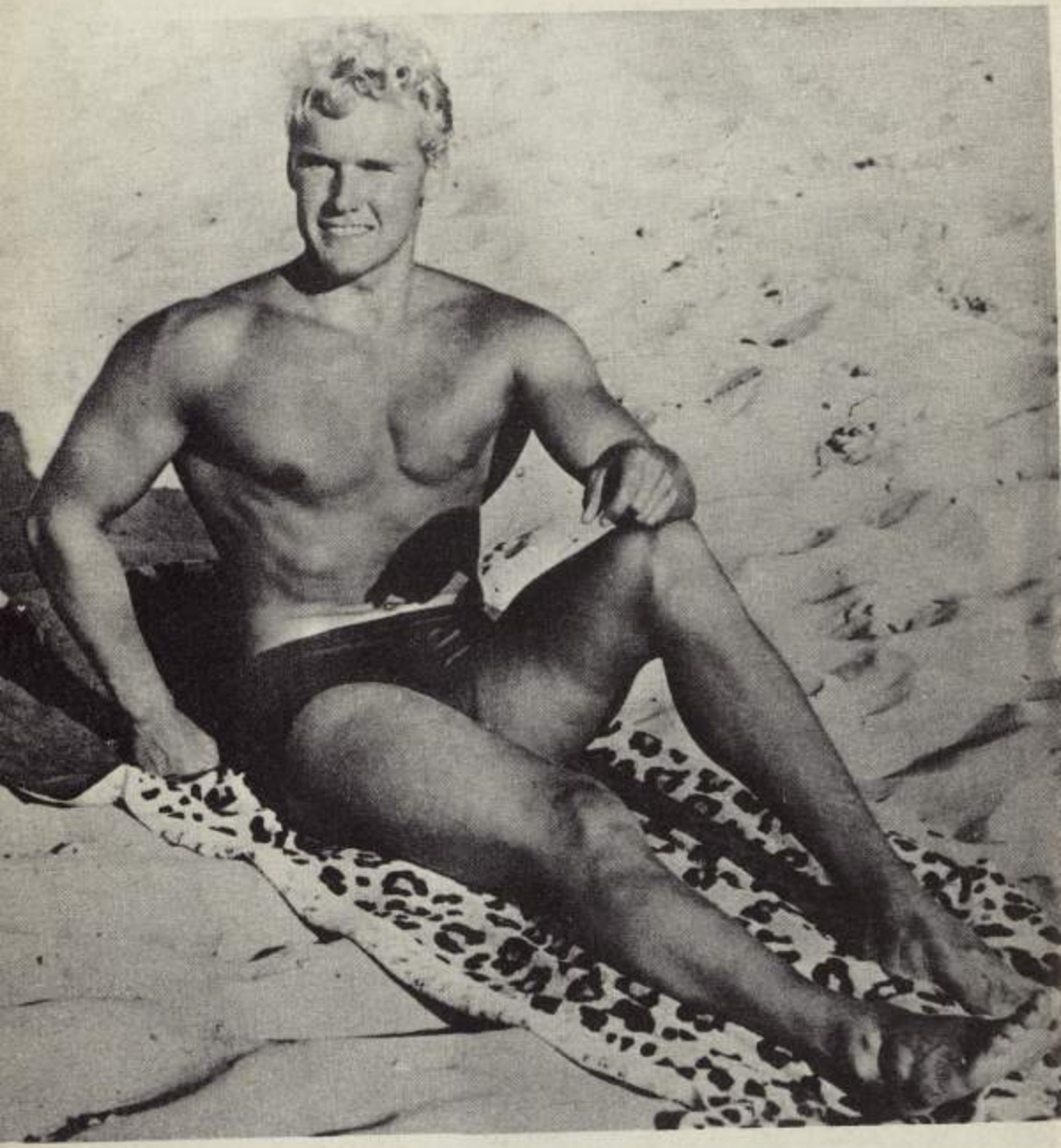
PETER GORDON by Spartan
the Angeleno Adonis

BOB ROME by Spartan
A study in highlights and shadows



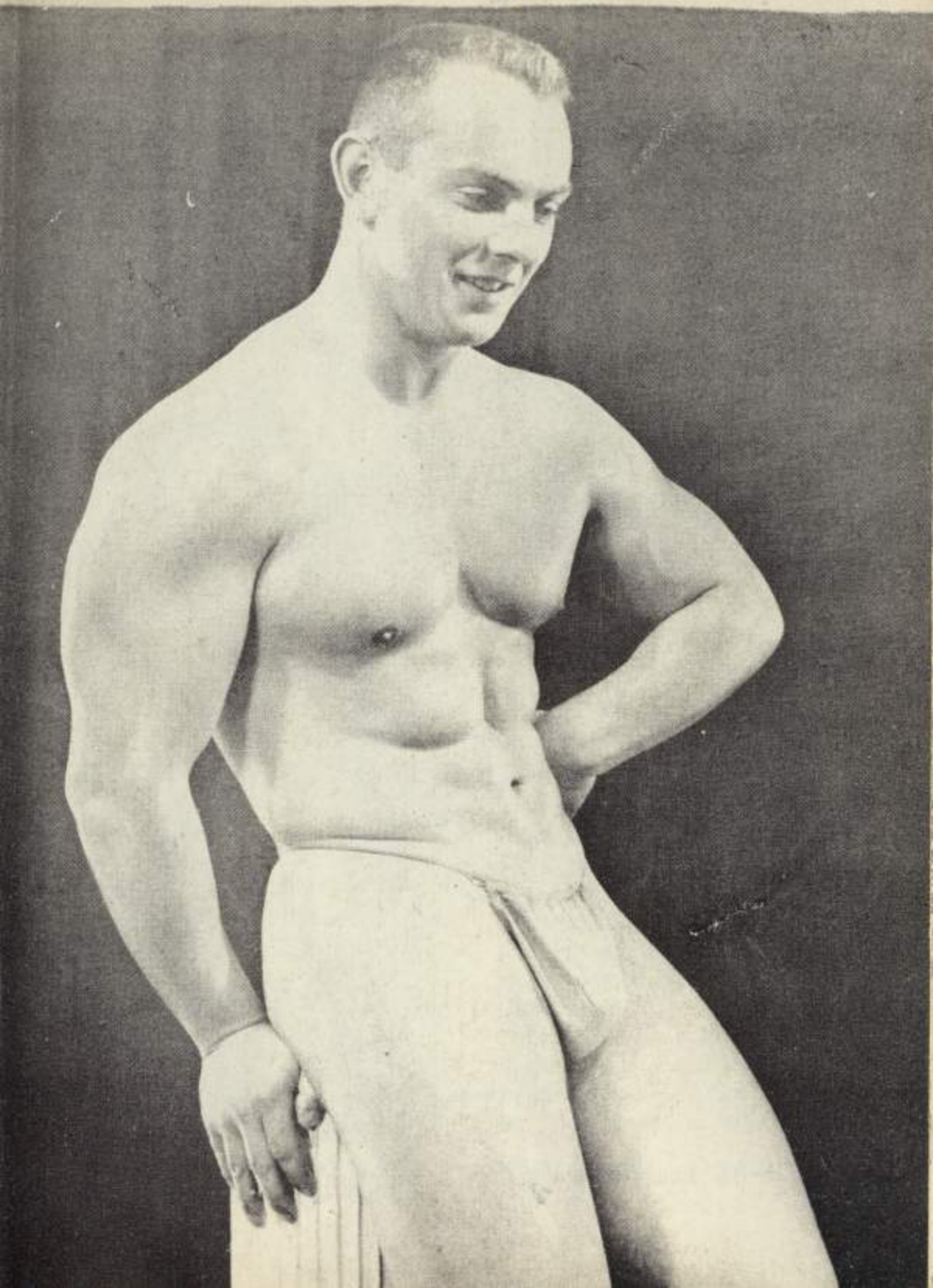
HUGH PENDLETON by Spartan

A repeat performance by Hugh



RICHARD ALAN by Cliff Oettinger
Encore by Richard

DEREK BOTTOMLEY by Lon of London →
A massive young Britisher



"Oh! How I Hate to Get Up in the Morning!"

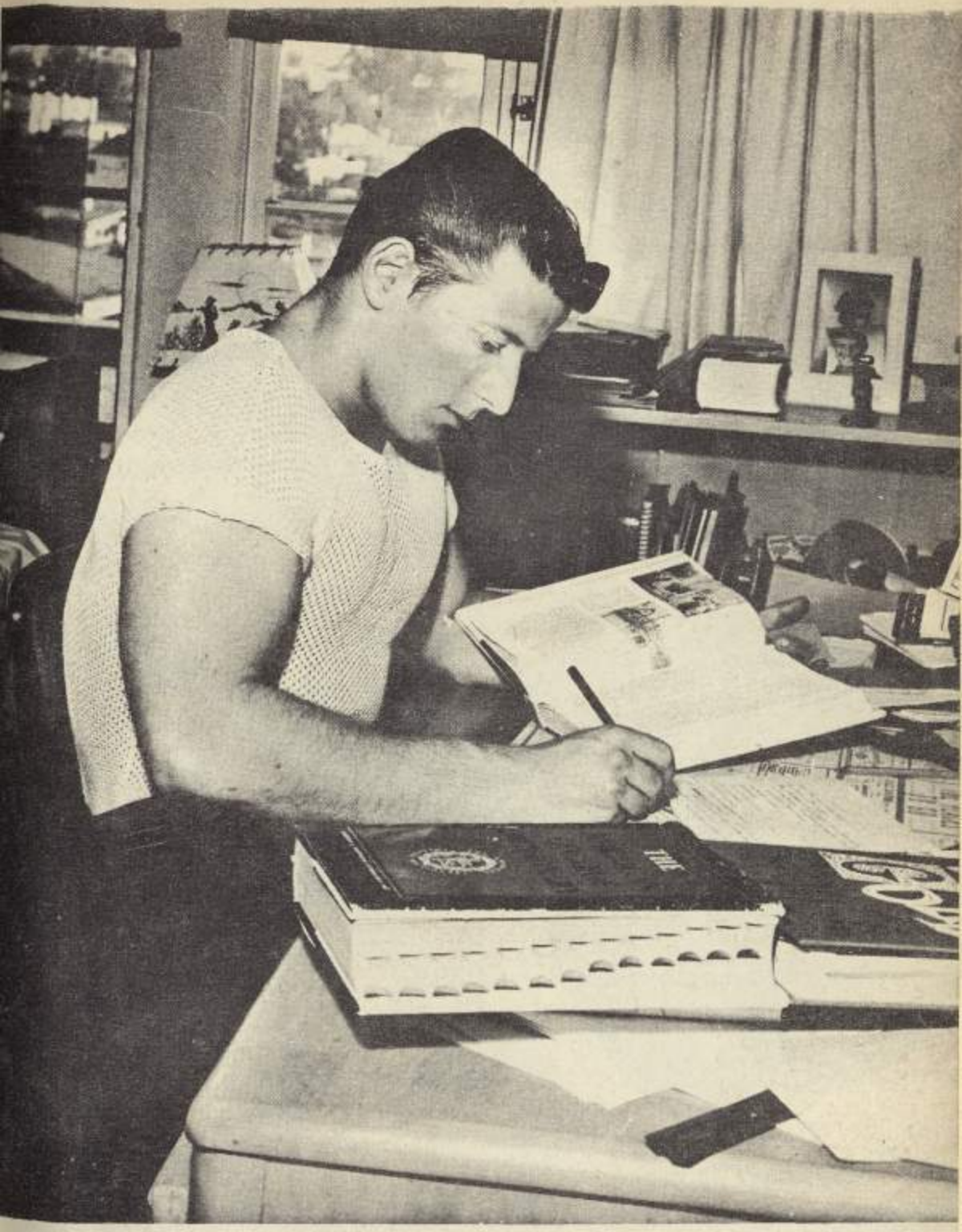
A Quick Shower . . .
A New Man for a New Day

"Versatile" is the word for Jerry

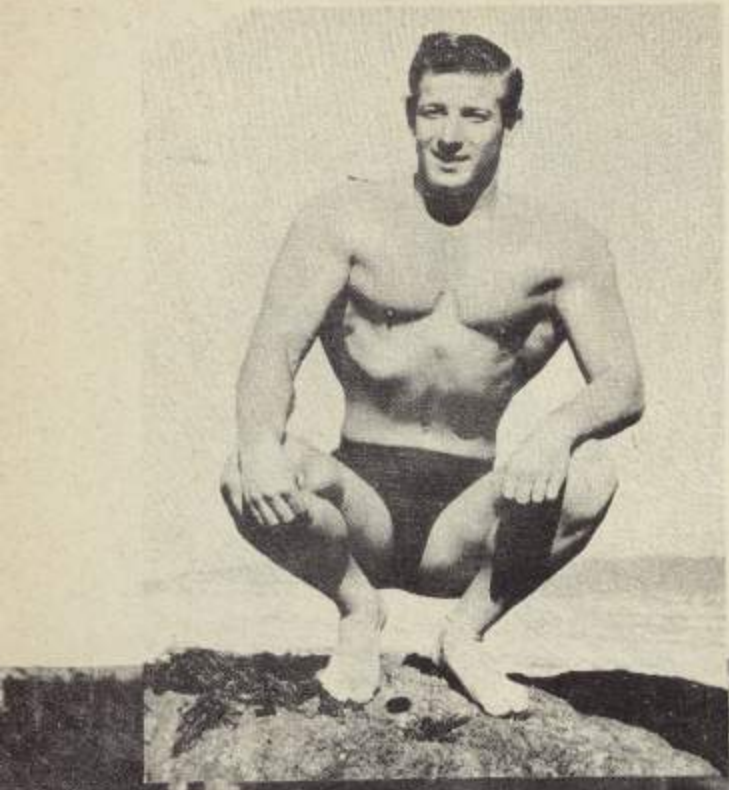
California's Jerry Riskin is a man of many parts . . . dental student, physique photographer, model, champion swimmer and all-around athlete. These are but a few of his many accomplishments, yet they serve to give a clear insight into the make-up of a young man who is rapidly forging to the front as one of our best-liked physique stars of today.

Although Jerry is but 20 years old, his outlook on life would do credit to a much older man. The fact that he was selected as the most popular man on the University of California campus last year is an eloquent tribute to a fine bodybuilder who leads the cleanest (*Continued on page* 50)

Let's Not Forget the Hi-Protein!

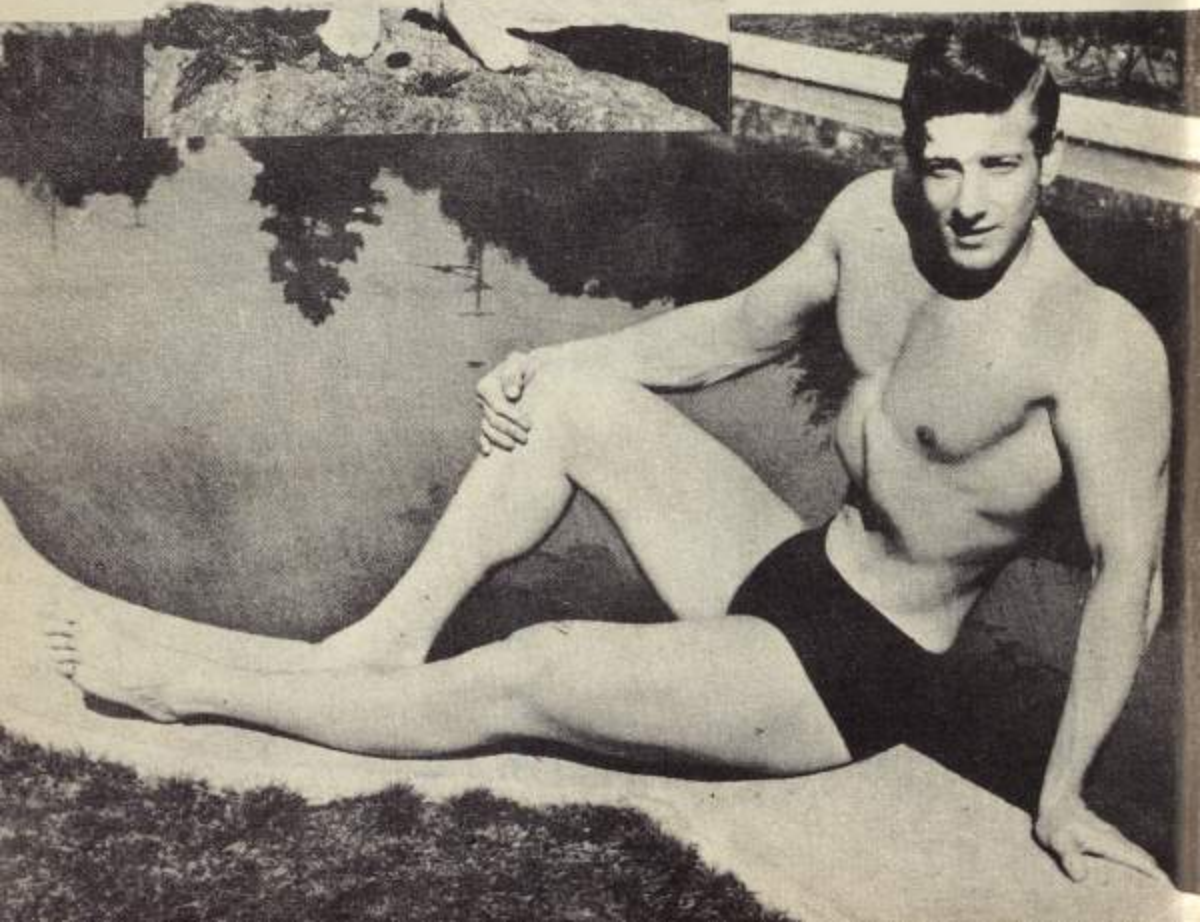


Quiz Coming Up



Jerry Suns Himself in Luxurious Ease

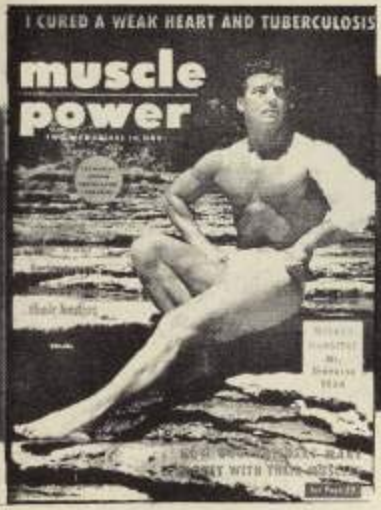
School's Out . . . "Come on in, The Water's Fine!"



Muscles à la Mode

America's Greatest Physique Champions are Your Personal Instructors!
when you read

WORLD'S LEADING BODY BUILDING MAGAZINES



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.....

Youth's Body Beautiful

(*Continued from page* 23)

at Buffalo's Albright Art Gallery, and is the 1953 Mr. Western New York. Photo by Vulcan Studios.

Also from Vulcan is this pensive study of Don Andretta, who was inspired to build his body by the photographs of the immortal Steve Reeves. Don is 17.

Johnny Holden, another teen-ager from London is shown here in amused relaxation by Lon of London . . . while this handsome seascape study of 17 year-old Buddy Basil, a future Mr. America, is by Togof Studios.

Lastly we present one of the most beautiful studio poses we have ever seen . . . from the camera of Spartan of Los Angeles we give you a 20 year-old blond Adonis from California . . . six foot Peter Gordon.

All of these worthy young men provide a sterling example of the merits of body-building . . . and such as these are the inspiration of other young Americans.

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If you've been too busy to take care of yourself and have lost your youthful physique, pep and vitality, then you're getting much less out of life than you think. How you look and feel makes a real difference in business and social success. No one admires a weak, sickly man or even wants to be his friend. Instead, he is ignored, left out of all the exciting times. So if you're not getting all the fun from life that you think you should, now is the time to decide to recapture that "Great To Be Alive" feeling again. You can, and quickly too, if you use the Weider 'Keep Fit' Dumbell Set a few minutes a day at home. You'll be delighted at how fast you will build a strong, healthy body, how quickly you'll add pounds and inches of muscle onto your skinny frame, or melt off excess flesh if your problem is overweight. You'll build a magnetic personality too, one that will make you a stand-out in any crowd. So don't delay . . . order your set today and all these benefits will soon be yours FREE.

FREE!

Order now and receive absolutely free, an illustrated course of instruction explaining 39 medically approved exercises you can follow to build muscular arms, a thick chest, Herculean shoulders, athletic legs and a trim waist. In addition, there is special advice on diet, hygiene, massage and relaxation—everything you need to know about keeping fit in 10 minutes a day.

ONLY £5

With Course

Joe Weider, DEPT. A,

60 GREEK STREET, LONDON, W.1.

Enclosed find £5 for which please rush me the Weider 'Keep Fit' Dumb-bell Set and Course of Instructions

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Easy Payments Available

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by Vulcan Studio

Featuring a new group of 5 photographic models in unusual, informal poses of rare artistic beauty.

Catalogue of 16 poses.
Price.....10/- ont

Six 8×10 photos.....30/-

Six 4×5 photos.....20/-

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....Catalogue Model Moods

....Sets.....

....Sets.....

Enclosed please find.....

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Address.....

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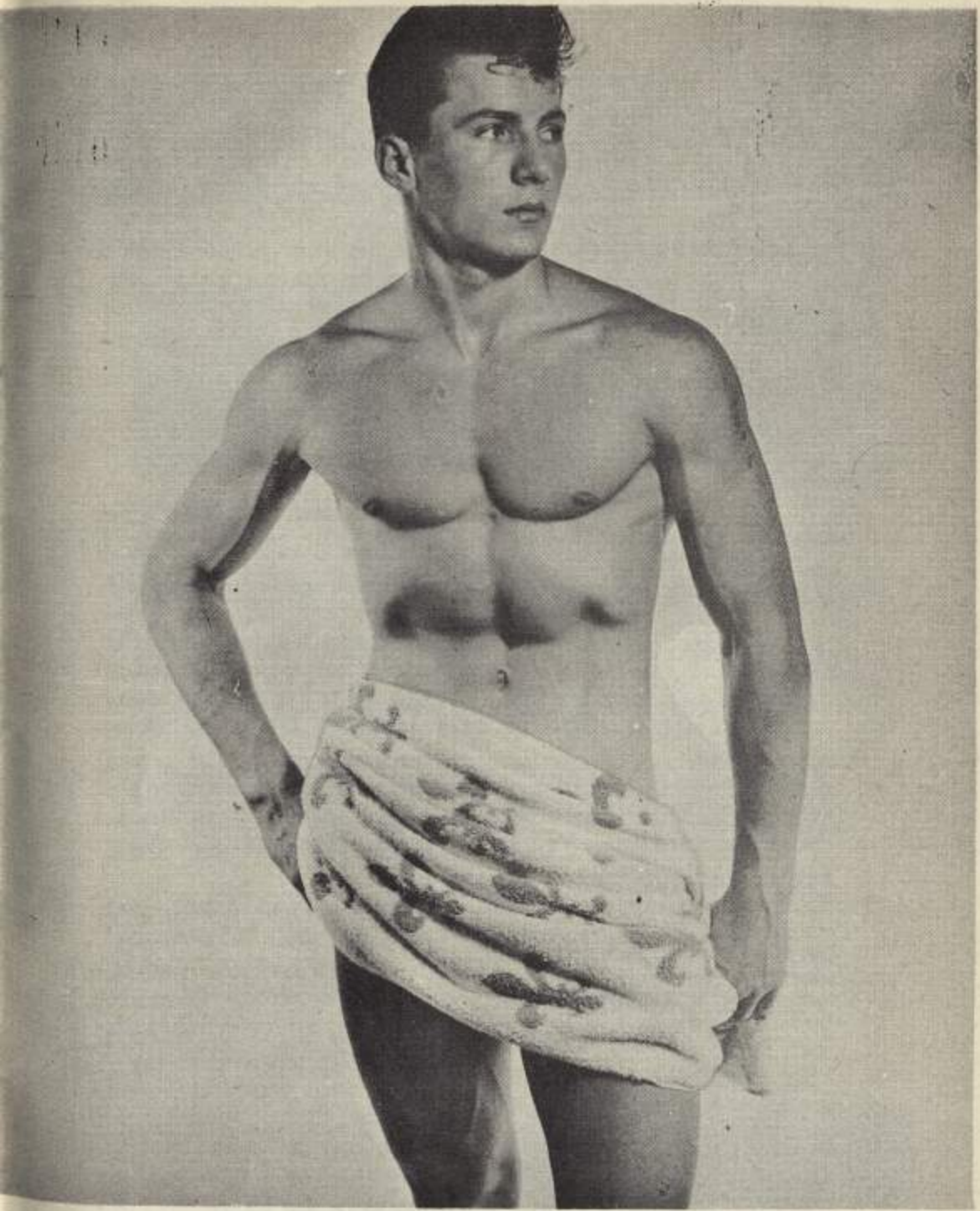
Lantern Of Inspiration

(*Continued from page* 11)

Sandy lives in San Jose, California, and at the ripe old age of 17, towers a full six feet in height, weighs 185, sports a 47 inch chest and 16½ inch arms.

Sandy tells us that the inspiration to develop his body to its ultimate degree was found in a six-word command of biblical authority . . . "Build, and I will be glorified". Hewing to this line of divine direction, and by process of intensive training at John Thomas' Studio of Physical Culture in San Jose, Sandy is headed for national recognition for his physical excellence.

Combining a sensible exercise routine with careful regard for proper diet, rest, personal hygiene and good grooming, Sandy will inevitably find himself outstanding among his fellow men. In so doing it is only natural that he will become a source of inspiration to his buddies, that they in turn may develop their own



STEVE WENGRYN by Vulcan Studios

The prince royal of bodybuilding

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Everything advertised in this publication can be obtained direct from our South African office. You get the same fine service at the lowest possible price.

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Unable to gain? Weak, Run Down? Nervous? Lacking in MANLINESS? Write me TODAY for practical FREE help, enclosing stamps for my reply. ALSO ask for my list of Approved Natural Foods . . . Books and Courses.
Your Friendly Health Counsellor

DR. FREDERICK TILNEY
Box 161, Coral Gables, Miami, 34,
FLORIDA

physical resources.

Sandy's design for living rests on this simple premise . . . "to do the best I can, for the most people I can". Sage but humble words from an industrious young man who has all the equipment for success.

VERSATILE JERRY

(*Continued from page* 41)

of clean lives.

Noted for his beautifully symmetrical physique, and especially for his unusually wide and powerful shoulders, it is yet in his flashing smile, his cleancut, clear-eyed face, his air of genial charm and good-fellowship that pinpoints Jerry Riskin as an All American good guy.

Jerry's good friend and colleague, Bob Delmonteque, gives BB's readers a camera-eye view, from dawn to dusk, of a day in the life of Riskin. We are happy to introduce Jerry to our readers this month, and hope that he makes just as favorable an impression on you as he did on us.

LOSE WEIGHT FAST!

15 Million Fat People Face Early Death

DOCTORS WARN: — Cancer, heart disease, diabetes and other dread diseases attack fat people more often than those of normal weight. Protect your life, your health, good looks! Follow the Weider 3 Way Reducing Plan NOW!

Before

After

Before

After

JERRY MURRAY At 28, Jerry Murray was too fat, suffered from indigestion, shortness of breath. He followed the Weider 3 Way Reducing Plan and LOST 56 pounds, 10" from his waist.

ROBERT REID—Police Constable Robert Reid was overweight, found it hard to do his job. He used Weider 3 Way Reducing Plan for 2 months; lost 30 pounds, regained his former pep and energy.

Here's Why You Must Lose Weight Quickly When You Follow The Weider 3 Way Plan.

1 You receive a supply of medically approved reducing tablets, which protect heart and liver during reduction. Take 3 a day, one before each meal.

2 You aren't placed on a Starvation diet. You eat satisfying quantities of nourishing food, following simple diet instructions outlined to you in FREE printed course. You are never hungry, still you lose pounds each day.

3 You can CONTROL where you lose weight.

FREE illustrated course shows you enjoyable exercizes to follow to melt off chest, waist, hips and upper thighs, improving your physical condition and making you look youthful and attractive

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I want to lose weight safely and quickly. Rush me the size bottle of Weider Reduce Aid, which I have checked below, PLUS FREE REDUCING COURSE. I am enclosing payment in full.

100 Tablets (one month supply).....15/-
300 Tablets (three month supply).....40/-

Name .....

Address .....

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No COD's. Postage is extra.
1/- for one month's supply
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GUARANTEE: — Weider 3 Way Reducing Plan must help you lose dangerous overweight quickly and safely without harmful drugs, inconvenience or weakening diet — OR YOUR MONEY BACK!

Protect Your Health to Lose Weight Fast — Clip and Mail Coupon

PRICES—
15/- for one month's supply
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TEEN-AMERICA'S OWN
Bodybuilding Magazine
"JUNIOR MR. AMERICA"

Fellows! . . . here, for the first time anywhere, is the only magazine written especially for young bodybuilders from 12 to 21!!

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- Inspirational stories of puny weaklings who have become masters of destiny!
- Full monthly reports on "what's what with who's who" in the junior bodybuilding world.
- Learn 'how to grow taller' . . . 'how to add weight' . . . 'how to clear up your complexion' . . . 'how to build your body'.
- The secrets of the champions designed to show young bodybuilders how to add inches of symmetrical muscle to arms, chest, legs, and back.
- Sensational photos of Teen-America's Greatest Bodybuilders . . . Glenn Bishop, Richard Alan, Clement Desjardins, Steve Wengryn . . . and many others.
- JUNIOR MR. AMERICA, while written for the junior bodybuilder, will be read and enjoyed by physique fans

On Subscription only.
12 issues for 26/-
Weider Publications, 60 Greek Street, London, W.1.

Canada's Mr. Everything

(*Continued from page* 15)

sport, and bodybuilding bo as a sport and a science the richer for the selfles devotion of such men a Ross and Robert.

Our MR. UNIVERSE of 1955 is a 32 year-old French-Canadian from Montreal. At a height of 5'7" he weighs a solid 180 pounds of perfectly distributed and sensationally-symmetrical muscle. One of the most colorful physical specimens ever seen, Leo's classic body is crowned with a handsome head, set off by flashing dark eyes, gleaming white teeth, and a rich tawny complexion.

As his native country acclaims him as a national hero, so do bodybuilders the world over rejoice in his success, and BODY BEAUTIFUL which has so long been one of his chief admirers is pleased to show you some of the most recent of Leo's photographs as done by Lanza of Montreal.

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S-T-R-E-T-C-H

Your Way To A Super Strong Body
This Enjoyable Home Gym Way

- **Builds Big Muscles**
- **Improves Health**
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- **Overcomes Inferiority Complex**

This versatile steel cable **home gym set** develops powerful arms, chest, shoulders, waist, back and legs **FAST!** Trains body in manner endorsed by Mr. America winners and champion athletes, building up rugged, enduring muscularity. Requires only a few minutes a day for full benefit. Instructions tell you how to save time molding a he-man body with exercises you will enjoy. Life-time construction, nothing to break or wear out. Photos below show some of the exciting exercises you can do with this outfit.

Here's What You Get

1. Barbell Attachment for powerful arms, back and legs.
2. Foot stirrups for special arm and shoulder exercises.
3. Skip Rope for speed and endurance.
4. Headstrap for a man-sized neck.
5. Chest Pull for massive arms, chest, shoulders and back. back.
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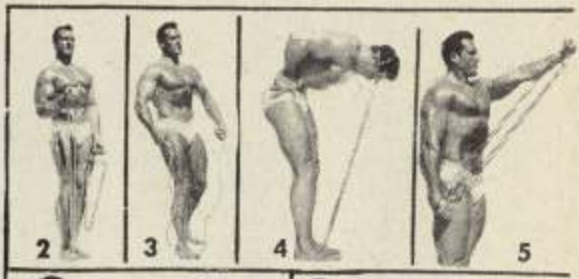

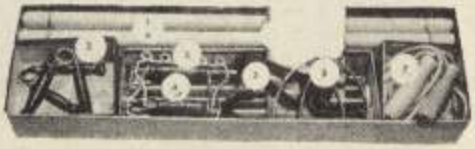

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Gentlemen :
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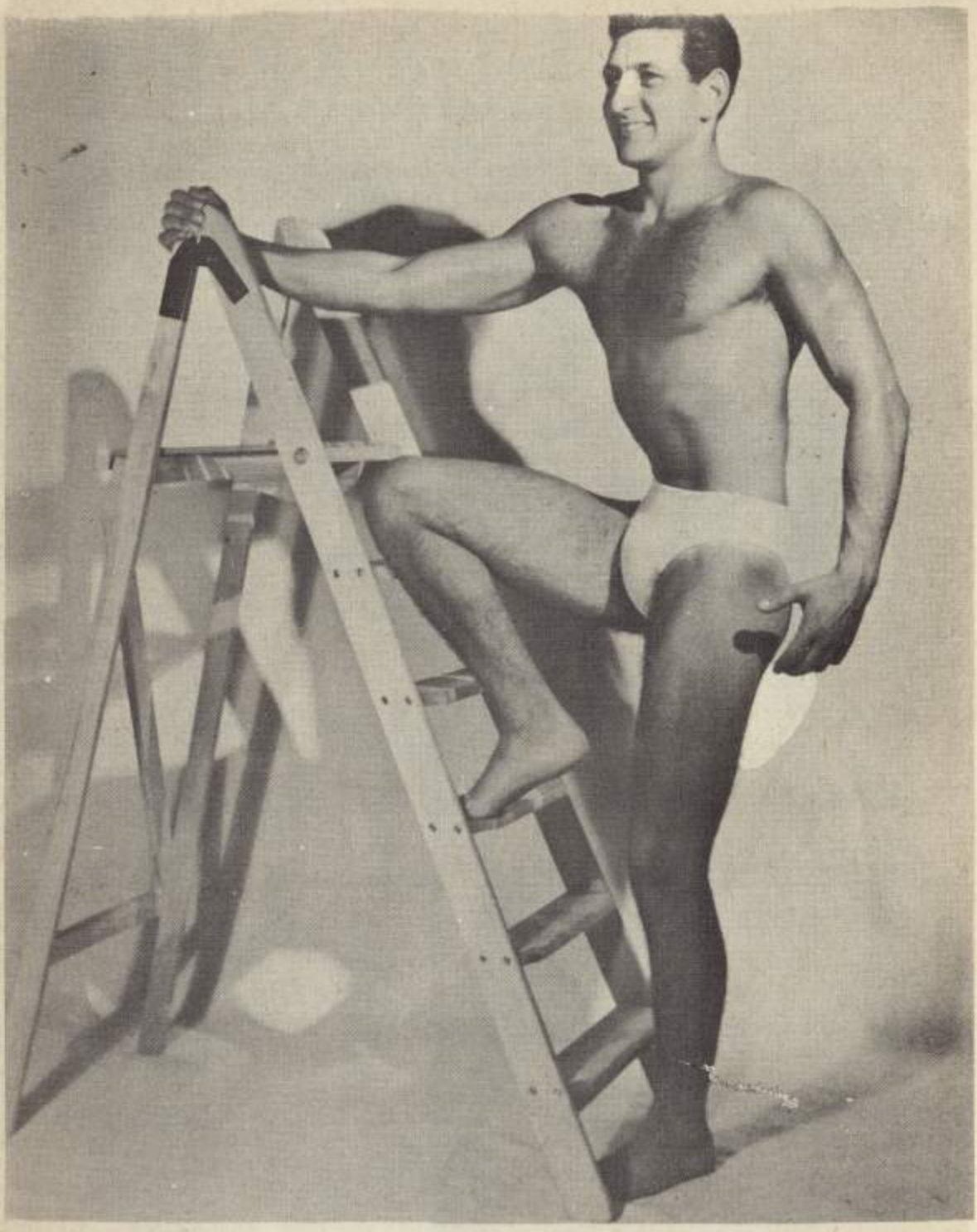
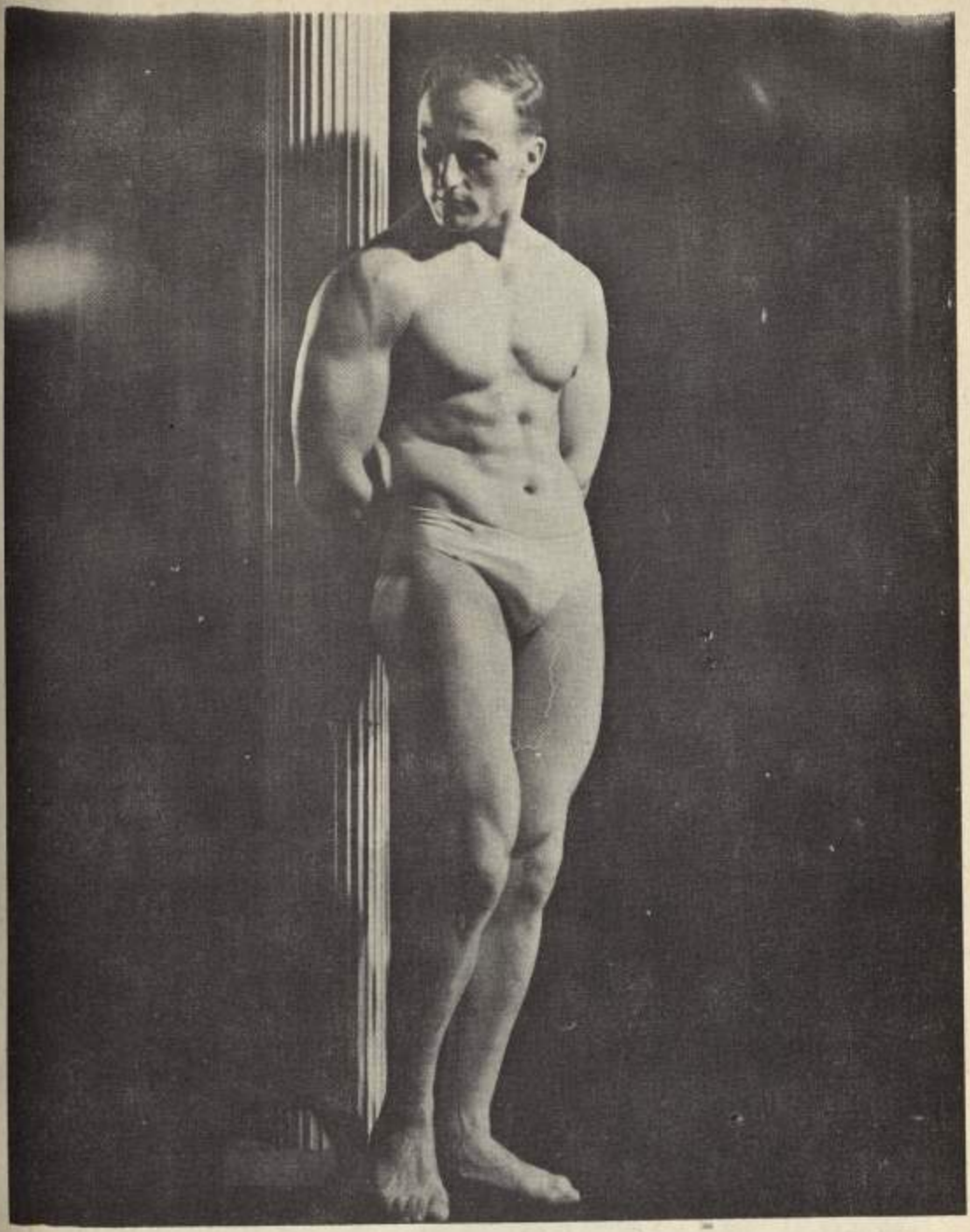
Post paid Great Britain.



MARTIN COHEN
Handsome bodybuilder on his way up.

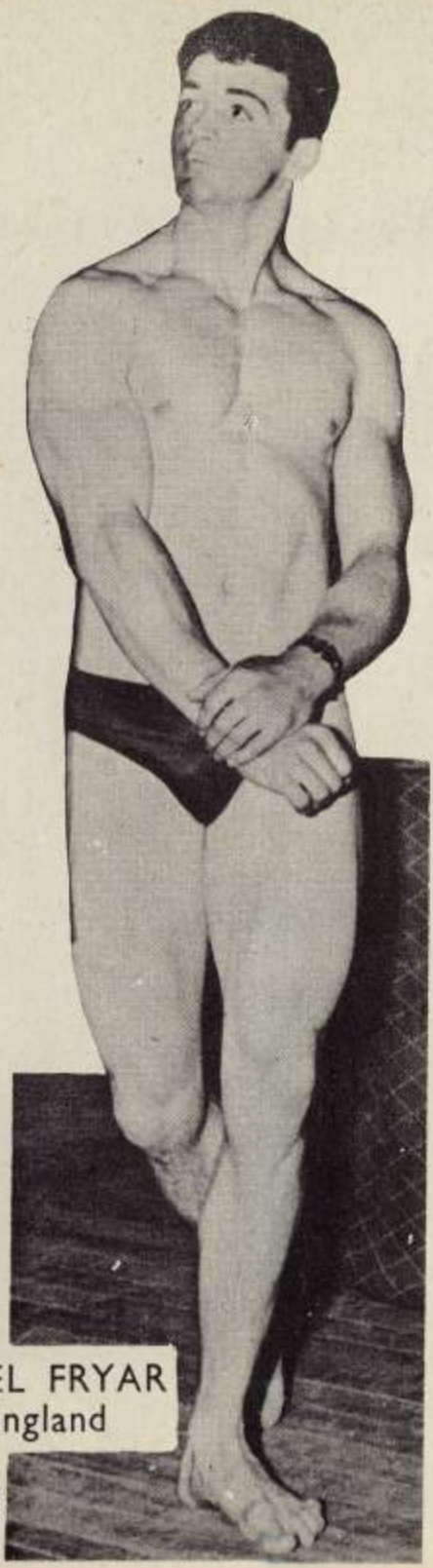
Photo by Mar



TONY HILLMAN

Champion British Bodybuilder

Photo : John Graham



MICHAEL FRYAR
of England

about it. These are the men who religiously buy every copy of every physical culture publication sold on the newsstands . . . who read every word again and again . . . who are actually armchair authorities themselves on every phase of bodybuilding, and yet who prefer to live in a dream-world of anticipation rather than the real world of action and accomplishment.

What ineffable delight must be had by the man who takes to his bed, and in the magically witching hours between darkness and dawn sees himself in his mind's eye as another Steve Reeves, or Clarence Ross, Leo Robert or Glenn Bishop.

What bitter disillusion he must experience when morning gilds the skies and he looks into his mirror to find that he still has the same tired, flaccid body . . . the same scrawny shoulders and lack-luster eyes that were his on yesterday and on all the other yesterdays.

Men like these are prisoners of their dreams . . . they are the Walter Mittys of the strength world . . . the dreamers . . . the wish-

SKINNY Gain Up to 50 Pounds OR YOUR MONEY BACK!

Even when other methods fail, Weider Weight Gaining Food Supplements add pounds of bodyweight on the most stubborn cases!

HERE IS YOUR LIVING PROOF

JULIAN DAMES
(before)

GAINED 45 POUNDS
(after)

"I was always tired, ashamed of myself, because I was so skinny and weak. Now — thanks to Weider, all this is changed. I gained 15 pounds of muscle, look and feel like a real man!

WHAT I HAVE DONE FOR HIM-- I CAN DO FOR YOU!

Here's Why You Must Gain Weight!

Underweight people stay thin because they lack appetite, usually suffer from secondary anemia, possess low resistance against disease and tire so easily they take no interest in healthful living. Here is how Weider Weight Gaining Food Supplement helps them: 1— the appetite is stimulated. 2— secondary anemia is corrected. 3— resistance against disease is built up. 4— you feel so good you want to exercise and build up your body. NOTE:— We don't just fatten you up. We build you up inside and out, making you stronger, healthier than before.

GUARANTEED

A complete list of ingredients and full instructions for use is on every label. Show to your doctor before taking and if he doesn't agree that our product will help you gain weight, you can return for a refund.

So Easy To Use

Weider Weight Gaining Food Supplement comes in either delicious flavored liquid or handy tablet form. Only 3 teaspoons a day or 3 tablets before meals and you will gain weight!

FREE — Weight Gaining Course With 3 Month Supply

Order the 3 month supply and receive FREE a printed course telling you the best foods for gaining weight, exercise, hygiene and other information you can use to gain weight twice as fast.

. . . RUSH MY ORDER

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Gentlemen: Rush me your Weider Weight Gaining Food Supplement. (Check which)

LIQUID—1 lb. net 21/-
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Tablets—100 Tablets 15/-
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ers. What a paradox it is that such men who desire strength, physical beauty, masculine perfection and public adulation . . . who have every aid to their desires well within their hands, who have the inspiration of numberless physical greats at their fingertips, and who, though with the forseeable and favorable outcome of their physical battle easily within their grasp, yet lack that one simple word of personal generalship . . . "GO!" Time runs heavily against such men. In the words of Ralph Waldo Emerson . . . "The procrastinator is the thief of time, sentenced to solitary confinement in a prison of empty dreams!"

Something Old Something New

(*Continued from page* 31)

Los Angeles contributes two splendid studies of Hugh Pendleton, who is somewhat better-known to our readers, and Bob Rome, who at an age of 22 is 5'9" tall and weighs 175 . . . both having the look of champions.

BUDDY HARPER by California Models

Panther-like strength . . . lance-like posture

WEIDER LEISURE WEAR PRESENT THEIR AUTUMN AND WINTER RANGE

No. 135 Easy drape Wool Cardigan in reversible colour combinations of Med. Grey/Light Grey, Air Force Blue/Light Grey, Cognac/Fawn. Price £3-0-0

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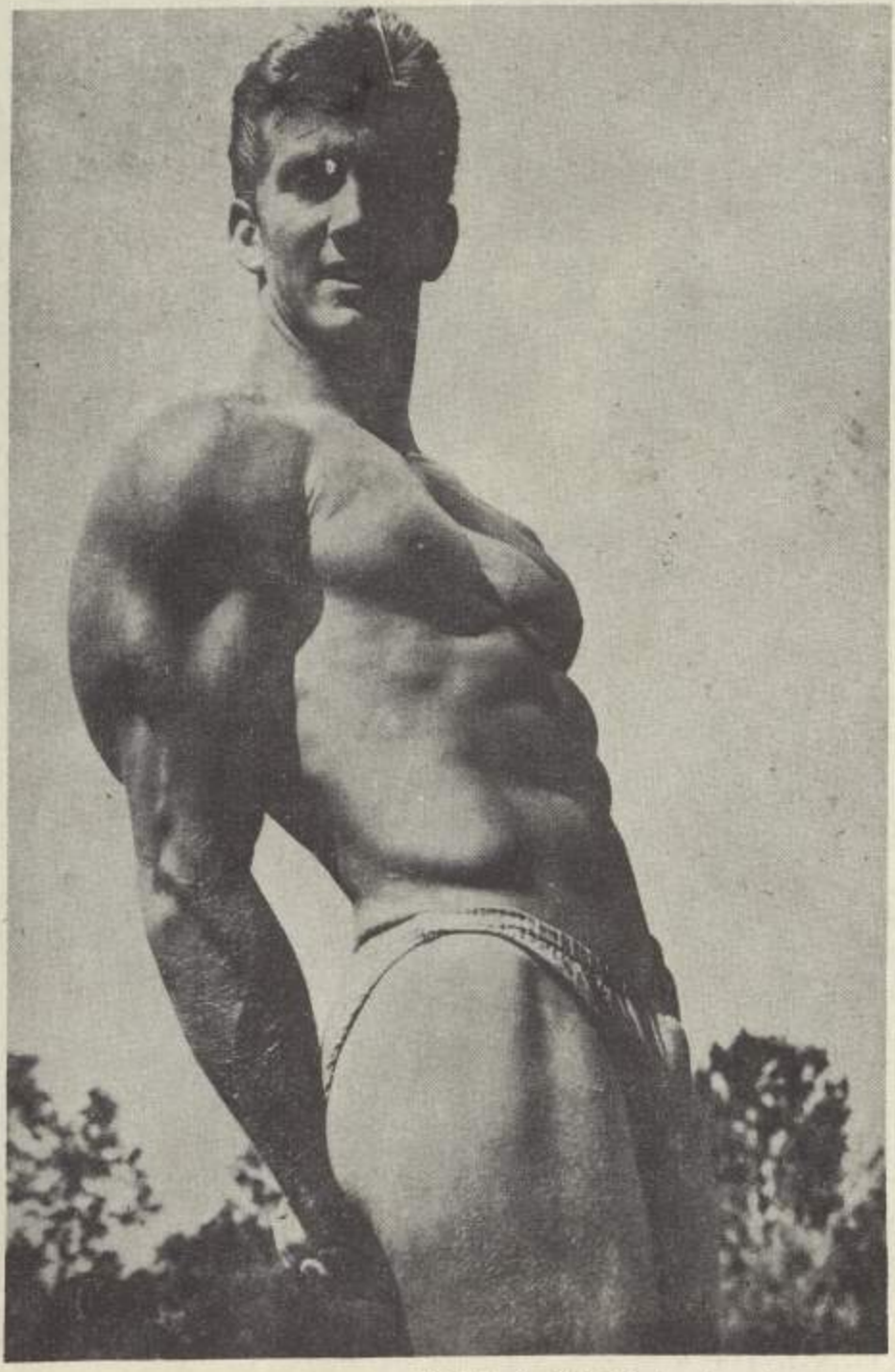
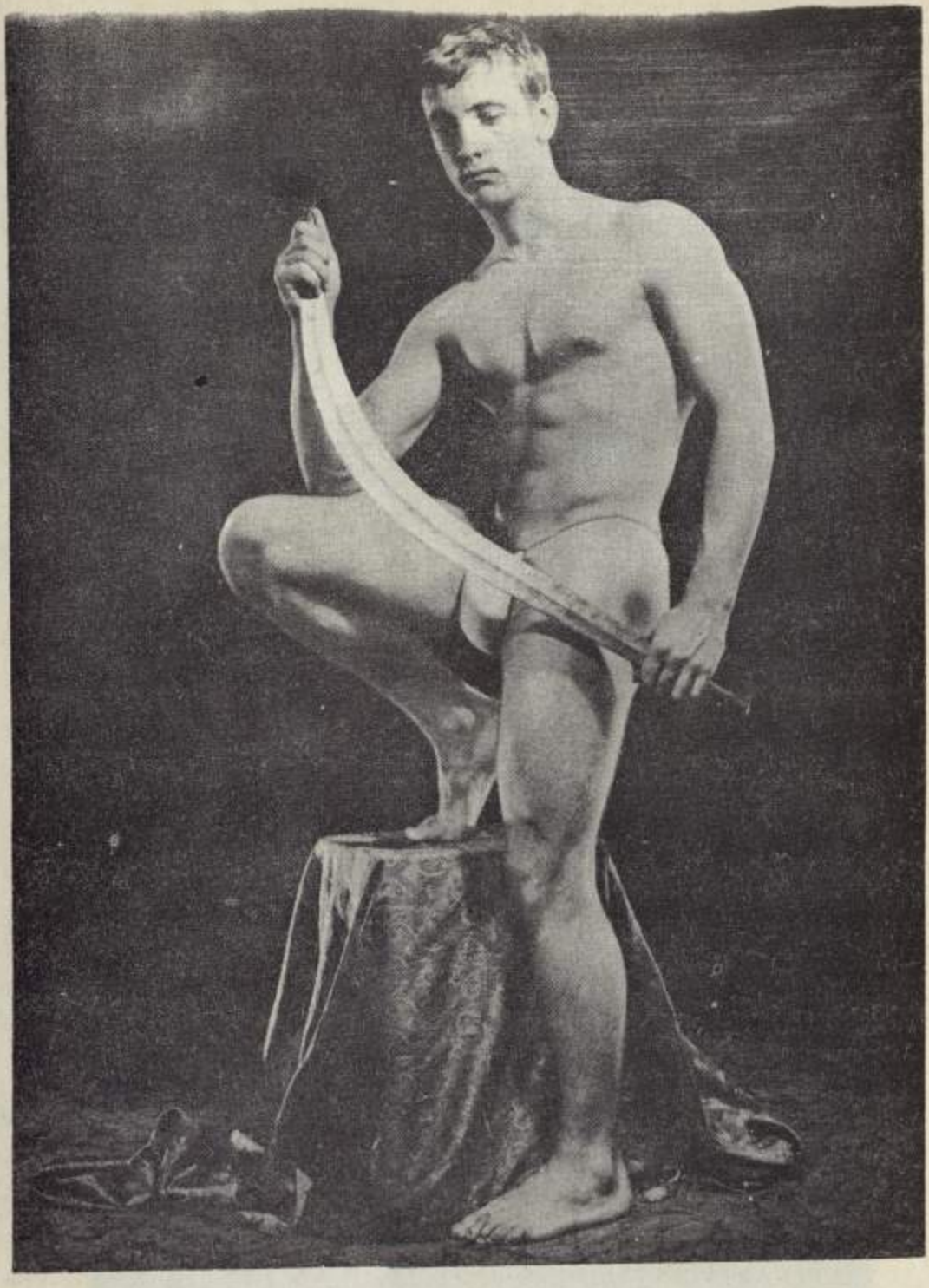


EDDIE WELLER by Spectrum

A newer, and more streamlined Eddie



STEVE KENNEL
A very promising youth of 16 years

Photo by John Graham

Bob Delmonteque, of the wizard camera, has caught Jerry Ross, the current Mr. California, in two poses of freshness and distinction . . . a magnificent back view, and an appealing front shot both of which show Jerry's prize-winning physique at its incomparable best.

Once more Richard Alan graces our pages with this sunny-haired beach photo by Cliff Oettinger, and we conclude our gallery with Derek Bottomley, aged 20, of London in a posed studio shot by Lon of London.

PACIFIC ARTS
presents

PHIL KOUSCH

Handsome young bodybuilder in original artistic physique photographs. Deluxe double-weight matte prints.

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Twelve 8″×10″ prints 60/-

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Separate prints also available
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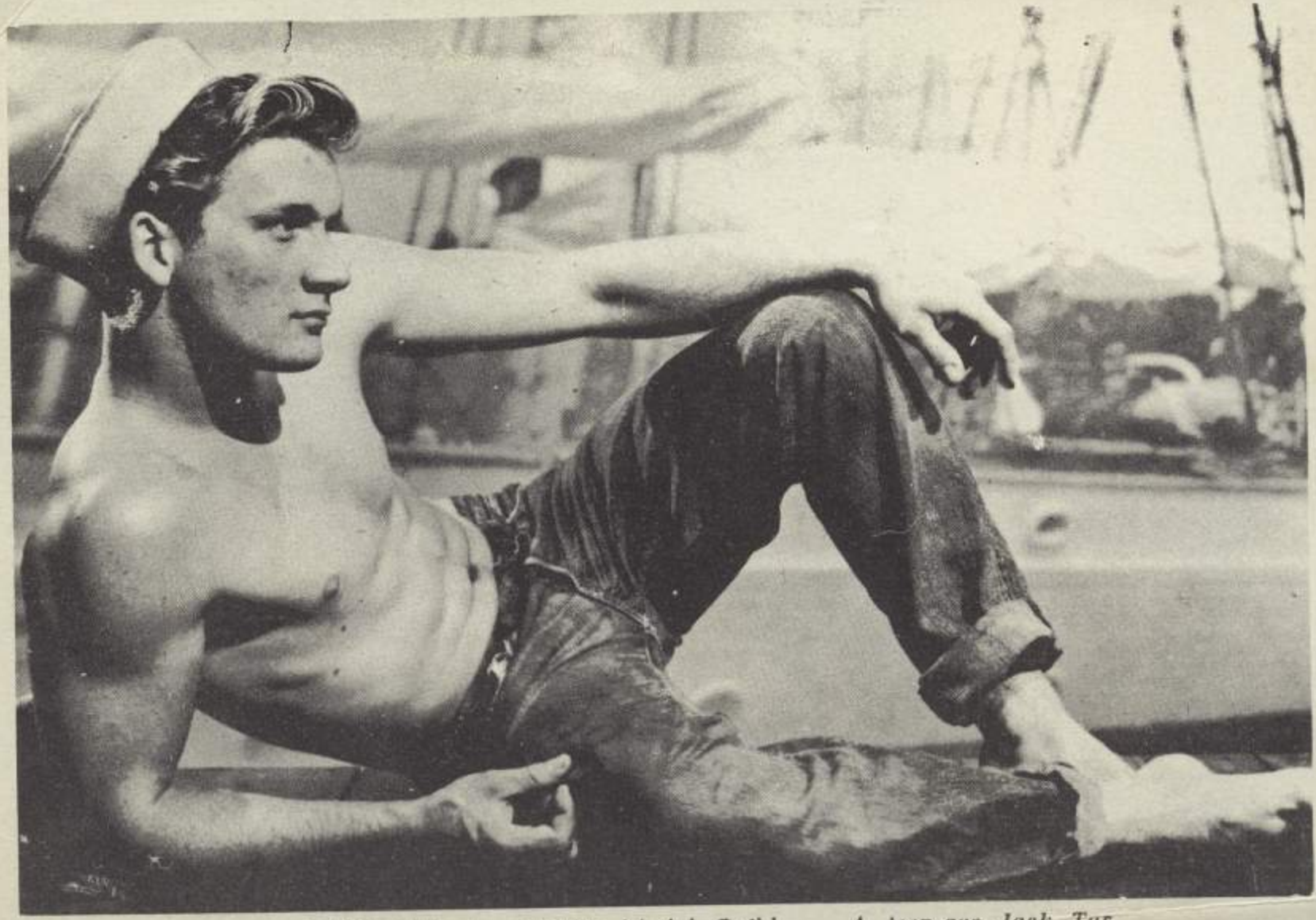
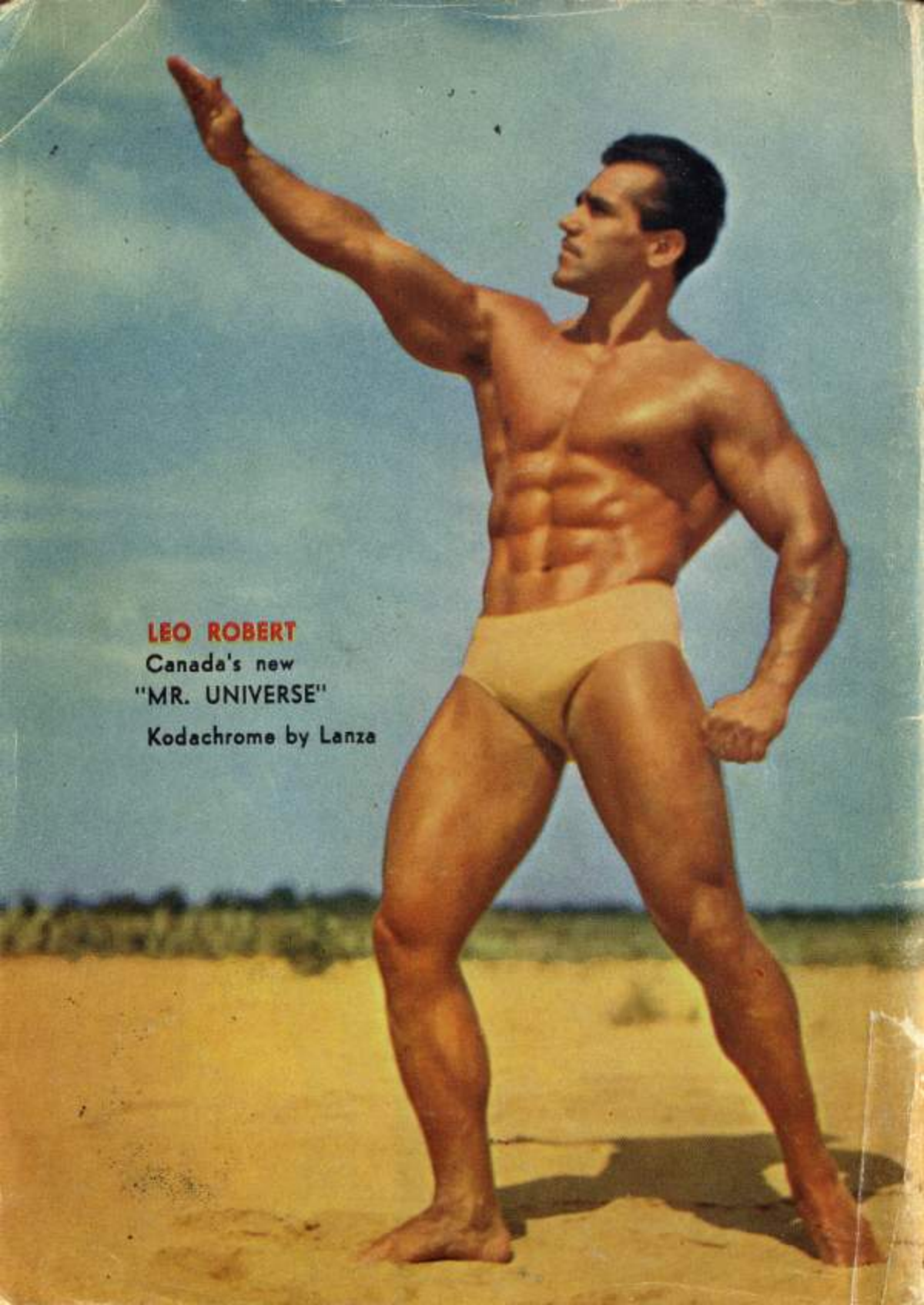


JOHN FREL by Athletic Model Guild *A teen-age Jack Tar*


LEO ROBERT
Canada's new
"MR. UNIVERSE"
Kodachrome by Lanza